

CRAIN'S NEW YORK BUSINESS 2022
NOTABLE
HISPANIC LEADERS

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Hispanic Heritage Month runs from Sept. 15 to Oct. 15 each year. It's a celebration of the art, history, dance, dress, theater, food and language that make up Hispanic culture. In few places across the nation are these festivities more apropos than in New York, which is home to nearly 2.5 million Hispanics. By some measures, that demographic is poised to become the single largest ethnic group in the city.

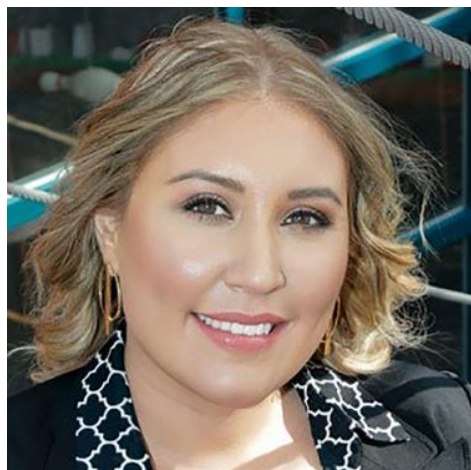
Hispanic New Yorkers, spread as they are across the city's five boroughs, have made countless contributions that are now embedded in the city's cultural landscape—from the elevation of Spanish to a lingua franca to the ubiquity of Latin cuisines to the popularity of musical genres such as salsa.

In the commercial realm, Hispanics are punching above their weight, with Latino entrepreneurs in the U.S. opening businesses at nearly twice the rate of the nationwide average.

In honor of these manifold contributions, Crain's has chosen to honor 78 Hispanic leaders for their professional accomplishments and their records of powering change. They come from a colorful range of industries—from medicine to law, from financial services to public relations—in a variety of leadership capacities. It is Crain's pleasure to present them to readers.

To make the grade, nominees were required to live in the city or the surrounding region, identify as ethnically Hispanic, have at least a decade of professional experience and hold a senior leadership role. Candidates were judged by their accomplishments in their fields, their ability to effect change, and their efforts to advance equality in the workplace and elsewhere.

Read on to learn how these impressive individuals drive a diverse city to new and exciting possibilities.



Jirandy Martinez
Executive director, Community Resource Center

In a decade spent at the Community Resource Center, Jirandy Martinez has developed initiatives that serve the immigrant community. The center's executive director advances its mission of empowering immigrant and low-income families through programs, among them a fund for excluded workers in response to the pandemic and various supports for communities devastated by Hurricane Ida. Under Martinez's leadership, a team at the center launched Building Our Future, a holistic workforce development program. Outside of work, she is on the Mamaroneck-Larchmont Human Rights

Committee and the board of Nonprofit Westchester. Martinez helped launch the Coalition for Community, a diverse group of stakeholders dedicated to supporting all community members.