



DANIEL P. GARCIA

Kaiser Permanente



HEADQUARTERS: Oakland, California

WEBSITE: www.kp.org

BUSINESS: Healthcare

REVENUES: \$50.6 billion

EMPLOYEES: 173,000

TITLE: Senior Vice President and Chief Compliance Officer

EDUCATION: BA, Loyola University; MBA, University of Southern California; JD, University of California, Los Angeles

LAST BOOK I READ: *All Hell Let Loose: The World at War 1939–1945*, by Max Hastings

MY PERFECT DAY: A day outside enjoying the sunshine with my family and puppies

INTERESTS: Reading, baseball, and travel

How has your heritage been beneficial or helpful in your career and/or business relationships? I often found myself to be the only Hispanic in a work or political environment. Being Hispanic provided opportunities and challenges. Some had doubts about my abilities. Other times, my last name or the color of my skin made little difference. In most cases, the doubters eventually evaluated me objectively.

Participation in Hispanic organizations and causes helped balance my perspective and provide motivation. Most glaring was the absence of Hispanic mentors. Hopefully my generation will mentor aspiring Hispanic professionals and community leaders.

What are the major values of your heritage? How have they helped you in your career? There are many differences among Hispanics—generational, political, and national origin—that impact who we are and how we live.

Many lessons from my parents and family shaped me and helped my career: If you accept responsibilities, do your best to fulfill them. Don't assume you are entitled to anything; expect to work for what you want. Develop a strong sense of family and values. Give back—life isn't just about recognition and money; service is fulfilling and life enhancing.

What advice would you give the next generation of Hispanic business leaders? What are some tips for other Hispanics beginning their careers? As a lawyer, veteran, and member and leader of cultural and civic organizations, my advice is: Be competent in your chosen field. Make sure you know what you can contribute. Never forget who you are. Give people a chance—if you are negative, you're likely to find negativity. If you're positive, you're likely to find that others are too. Help others when you're successful; ask that they pay it forward.



BETO CASELLAS

General Electric (GE)



HEADQUARTERS: Fairfield, Connecticut

WEBSITE: www.ge.com

BUSINESS: Energy, technology infrastructure, capital finance, and consumer and industrial I

REVENUES: \$147 billion

EMPLOYEES: 305,000

TITLE: Vice President and General Manager, GE Capital

EDUCATION: BA, Yale University

LAST BOOK I READ: *My Beloved World*, by Sonia Sotomayor

MY PERFECT DAY: Hosting my family and friends for dinner

INTERESTS: Running, cooking, golf, and family time

How has your heritage been beneficial or helpful in your career and/or business relationships? My heritage has been important in shaping my perspective and developing a broader view of the world. It has helped me to be open minded, accepting of people, and forge my outgoing personality, which has helped me to network with people from various backgrounds.

How does being Hispanic shape your identity? I am very proud of my Hispanic heritage and have always viewed it as an asset. I grew up in a family that provided love and support with parents who instilled strong values. I was taught that if you take care of customers, suppliers, and employees, you can be successful. Those values have shaped my identity along with my Hispanic heritage.

I also believe that a strong family upbringing played an important role in the success that I've achieved. Experience has shown me that the proper values, integrity, and trust are essential to build a successful career.

What advice would you give the next generation of Hispanic business leaders? What are some tips for other Hispanics beginning their careers? First, I would urge young Hispanics to perform and focus on their current job and work diligently to become an expert at what they do. Expertise will differentiate them in the marketplace and reward them later.

Secondly, in today's global business environment working hard is not enough. To be successful you need to be a collaborative worker, competent in a field, and capable of leading others.

In my experience expertise and competency are some of the most important elements for success in the business world.