BETO CASELLAS  
General Electric (GE)

HEADQUARTERS: Fairfield, Connecticut  
WEBSITE: www.ge.com  
BUSINESS: Energy, technology infrastructure, capital finance, and consumer and industrial  
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.