

## HISPANIC HERITAGE FOUNDATION AND PRICEWATERHOUSECOOPERS LOFT GLOBAL MEGATREND EVENT IN WASHINGTON DC

**Business** 2015-01-14 18:44:01

Washington, DC – The Hispanic Heritage Foundation (HHF) and PwC US will host a LOFT (Latinos On Fast Track) Global Megatrends Event on January 15, 2015, at 5:00 – 7 p.m. at Microsoft, 901 K St. NW, #11, Washington, DC. PwC has identified [five Global Megatrends](#) which will be catalysts for global impact going forward. The event was developed to expose and encourage minorities to think and impact globally, as well as present opportunities in the fields of technology, policy, finance, business and management. A group of panelists led by PwC's Chief Diversity Officer Maria Castañón Moats will discuss the Global Megatrends with interaction from the audience followed by a networking reception.

The Global Megatrends include:

Rapid Urbanization   Climate change and resource scarcity   Social and Demographic Change   Economic Shift  
Technological Breakthroughs

"This is an exciting direction for the LOFT program and we are looking forward to an open discussion on the importance of these trends in shaping the world today," said Jose Antonio Tijerino, President and CEO of the Hispanic Heritage Foundation. "It's important our developing leaders have a global perspective and I applaud PwC for sharing its vision with our network. PwC has made it clear that as a company, it wants to benefit from our community's diverse perspectives in its workforce. Maria Castañón Moats who is leading this effort is an example of PwC's commitment to diversity."

Joining Maria Castañón Moats in the discussion will be:

Dr. Frances Colón, who is the Deputy Science and Technology Adviser to the Secretary of State at the US Department of State, where she promotes integration of science and technology into foreign policy dialogues; global scientific engagement for capacity-building; advancement of women in science; and innovation as a tool for economic growth around the world; Jordan Valdes, Vice President, [Podesta Group](#), International Affairs, who was recently Senior Advisor, Office of International Trade for the [US Small Business Administration](#); formerly of [Booz Allen Hamilton](#), The World Bank and US Department of Energy; Allyson Knox, Director of Education Policy and Programs, Microsoft.

"The Global Megatrends offer great opportunities for Hispanic and other diverse professionals who can apply their diverse perspectives for developing creative ways to respond to the changes taking place," said Castañón Moats. "At PwC, we embrace those differences and make it the responsibility of everyone – not just multicultural professionals – to help support an inclusive environment in which we can all thrive."

### About HHF and LOFT

The Hispanic Heritage Foundation – a nonprofit established by the White House in 1987 – inspires, prepares, and connects minority leaders in the classroom, community and workforce to meet America's priorities. HHF also promotes cultural pride, accomplishment, and the great promise of the community through public awareness campaigns seen by

millions. HHF is headquartered in Washington, DC, and has offices in Los Angeles, New York, Miami and the LOFT Institute is housed at Michigan State University (Visit [www.HispanicHeritage.org](http://www.HispanicHeritage.org).)

LOFT is HHF's award-winning, leadership and workforce-development program focused on 10 "Tracks" or industries including science, healthcare, technology, engineering, education, entrepreneurship, finance, public service, media and entertainment, and Latinas. Tens of thousands of vetted students and young professionals (aged 15-35) are connected to each other, mentors and resources; over 75 trainings, workshops, and online *Charlas* (informal chats or presentations) are hosted across the country; creative initiatives are executed; and hundreds of minorities are placed into internships, mentorships, fellowships and full-time positions with Fortune 500 companies and government agencies. Join <http://loftnetwork.org> to get on the fast track.

#### **About PwC US**

PwC US helps organizations and individuals create the value they are looking for. We are a member of the PwC network of firms, which has firms in 157 countries with more than 195,000 people. We are committed to delivering quality in assurance, tax and advisory services. Find out more and tell us what matters to you by visiting us at [www.pwc.com/US](http://www.pwc.com/US).

**WHAT :** HISPANIC HERITAGE FOUNDATION AND PRICEWATERHOUSECOOPERS LOFT  
GLOBAL MEGATREND EVENT IN WASHINGTON DC

**WHEN :** 2015-01-14 18:44:01

**WHERE :**

#### **CONTACT:**

Belen Marquina

Email: [Belen@HispanicHeritage.org](mailto:Belen@HispanicHeritage.org)