

# **El Diario/La Prensa Honors Toyota's Luis Rosero As Outstanding Latino Leader with 'El' Award**

October 23, 2014

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NEW YORK (Oct. 23, 2014) – Luis Rosero, Director of Toyota’s Hispanic Business Strategy Group (HBSG), was honored today by New York’s *El Diario/La Prensa* with a distinguished “EL” Award at the Eleventh Annual *EL Awards* luncheon held at the exclusive Grand Havana Room in New York City, NY.

As Director of the Hispanic Business Strategy Group, an industry-leading approach that deepens Toyota’s relationship with the Latino consumer, Luis is tasked with developing a national strategy for HBSG to support the Toyota, Lexus and Scion brands with integrating the Latino perspective into Toyota’s businesses. He further engages with the Hispanic market through meaningful interaction with Hispanic consumers, business leaders, media, elected officials, and national community organizations.

“It is a great honor to be recognized by such a prestigious and established publication as *El Diario/La Prensa*,” said Rosero. “We share a common vision of seeing the Latino community succeed and achieve the American dream; and, to be recognized as someone who is helping make a difference in the lives of Hispanics, makes this award that much more meaningful.”

“El Diario and the New York Hispanic Community celebrate today with pride these success stories, Latinos devoting all their efforts in overcoming every obstacle”, said Francisco Seghezze, CEO of ImpreMedia, parent company of *El Diario*. “Twenty four stories, twenty four names that represent the Latino community’s growth and empowerment in New York. We are very proud to honor this amazing group and celebrate their excellence, leadership and heritage.”

Prior to joining Toyota in 2011, President Obama appointed Rosero as Deputy Assistant Secretary for Public Affairs at the US Department of Health and Human Services. He left his position as Senior Vice President of Citigroup’s Global Consumer Group to join the Obama Administration.

At age 24, Rosero was appointed by President Clinton to join the White House Initiative on Educational Excellence for Hispanic Americans, making Luis one of the youngest presidential appointees and the only Ecuadorian American to serve in the Clinton White House.

A long-established champion of advancing opportunities for Latinos, Rosero serves as a Corporate advisory Board Member for the League of United Latin American Citizens (LULAC) and as a member of the Northeast Advisory Board of the Hispanic Scholarship Fund (HSF).

In addition to Rosero, some of this year’s recipients include: Rafael Cuellar, President & CEO, Shop Rite , Carlos Menchaca, NYC Councilman, Jorge Viera, News Anchor, Univision 41 and Raphael Miranda, Meteorologist, NBC 4.

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