

Shaping the Future of Corporate America

By Marisa Rivera



Latinas are shaping the future of Corporate America because they are the drivers of growth, cultural insight, and innovation. By strategically investing in Latinas, companies can unlock untapped talent, strengthen market competitiveness, and drive innovation. Their cultural, economic, and demographic influence makes them critical stakeholders in shaping the future of Corporate America. They are not just participants in the workforce—they are leaders shaping their future.

Latinas represent one of the fastest-growing segments of the U.S. population and workforce. By 2060, Latinas will represent nearly 1 in 4 women in the U.S. (Pew Research Center). Latinas already make up nine percent of the U.S. workforce, but this number is steadily increasing. They are projected to be a key driver of net workforce growth in the next decade.

U.S. Latinas have a purchasing power exceeding \$1.7 trillion (NielsenIQ). Latina-owned businesses are the fastest-growing segment of entrepreneurs in the U.S., increasing by over 87 percent in the last 15 years (Stanford Latino Entrepreneurship Initiative).

Despite Latinas' growing presence, they remain underrepresented in Corporate America. Only 1 percent of executives in Corporate America are Latinas (McKinsey & LeanIn "Women in the Workplace" Report). Latinas face a double bind of both gender and racial inequity, often being the most underrepresented group in corporate leadership pipelines. They are less likely to be promoted to manager or senior levels compared to peers. When it comes to the pay gap, Latinas earn just 57 cents to every dollar earned by white men (AAUW), the widest wage gap of any group of women.

Although diverse leadership leads to 19 percent higher innovation revenue (BCG). Latinas bring bicultural and bilingual perspectives, critical for reaching Hispanic consumers—the youngest and fastest-growing U.S. demographic.

They also influence 87 percent of household purchasing decisions (Latina Media Ventures). Companies that fail to reflect this consumer base in their leadership risk losing market share and brand relevance.

Companies with more women and ethnic diversity in leadership are 35 percent more likely to financially outperform their peers (McKinsey). Investing in Latina talent strengthens employer brand and retention in a competitive talent market. Studies consistently show that companies with diverse leadership outperform less diverse peers in profitability, decision-making, and innovation.

Latinas bring bicultural and bilingual strengths, helping companies expand into domestic Latino markets and global markets in Latin America.

They offer unique perspectives on consumer needs, branding, and engagement strategies for a multicultural audience.

Companies that champion Latina advancement build stronger reputations, attract top talent, and align with modern values of inclusion. Latinas are not just a diversity imperative—they are a business imperative. Companies that strategically invest in Latina talent will gain a competitive advantage in workforce innovation, consumer engagement, and long-term growth. The question is not whether Latinas matter in Corporate America, but whether Corporate America can succeed without them. 



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