

"The very essence of leadership is that you have to have vision. You can't blow an uncertain trumpet."
Theodore M. Hesburgh

Latino Leaders

The National Magazine of the Successful American Latino



Portafolio!

The faces of New York's
Fashion World

Plus:

Exclusive Interviews!

Alex Soto, Victoria Napoles-Laza,
Erlinda Cortes Dimas and more!

Helping Latinos to invest wisely:

Ron Meraz, Managing Director,
Office of Diversity at Merrill Lynch

THE TOP 25 LEADERS IN FINANCE

Our Research on the Top Movers
and Shakers of the Finance World

Breaking the walls of Stereotype:

The Top 25 Latinos in Finance

An exclusive research by Valerie Menard

The financial industry continues to be challenged when it comes to the Latino consumer. With a large percentage of Latinos termed “unbanked”, financial opportunities from checking accounts to stock portfolios remain mostly out of reach.

In the summer of 2006 issue of *Journal of Consumer Affairs*, Sherrie L. Rhine and William H. Greene reported that 34 percent of U.S.-born Latinos are unbanked, and that Mexican and other Latin American immigrants have the highest rates of being unbanked among all immigrants.

Furthermore, according to the National Council of La Raza’s 2004 report *Financial Education in Latino Communities: An Analysis of Programs, Products, and Results/Effects*, 62 percent of foreign-born Latinos with annual incomes of less than \$20,000 had no formal relationship with a financial institution and 43 percent of Latino workers knew nothing about saving or investing for retirement compared to twelve percent of all workers.

Yet, in spite of all that, Latino businesses are growing. According to the U.S. Census, Latino-owned businesses averaged three times the national growth rate for all businesses between 1997 and 2002, a clear indication that these entrepreneurs comprise an important group of financial product consumers.

Enter Latino Financiers. At a 2006 symposium on banking for the Latino community, Martin J. Gruenberg, FDIC vice chairman remarked: “Industry analysts have projected that more than half of all U.S. retail banking growth in financial services during the next two decades will originate from the growing Latino market. The rapidly growing Latino population will require financial products to meet their needs.”

Change usually happens at the top. Latinos may have limited access to financial products at this moment, but that doesn’t mean that Latinos have not integrated themselves to the industry, and that they are indeed making a much more solid mark than many even dare to know.

Our list of top 25 Latinos in Finance provides an overview of the significant inroads that Latinos are making in finance. Our list includes Latinos with established track records, whom not only have open doors and created economic synergies in the Latino community, but have established in the process, beyond a sliver of a doubt, that

Latinos can also succeed in Finance. Although we researched many names and there are definitely many more out there, the Latinos included on this list are indisputably successful, and each one fully deserves to be part of it. Measuring success in an industry as complex and encompassing as Finance is never an easy task, and for this project, performance was not the only criteria. We also considered important aspects of these leaders’ lives, such as their leadership, community involvement, and advocacy as measures of success.

It is then, with much pride and honor, that we present to you our 2007 distinguished list of the top 25 leaders in the Finance industry.

P Palladium
EQUITY PARTNERS

Founder and Managing Partner
Palladium Equity Partners

MARCOS RODRÍGUEZ

Area of Specialty:
Capital Investments

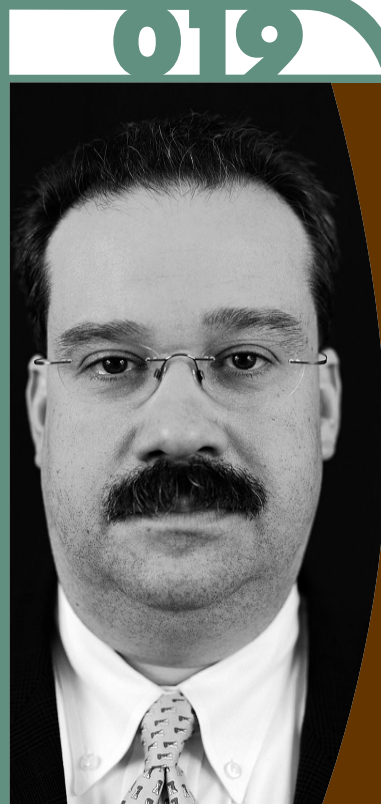
His Location:
New York, New York

Company Assets:
\$800 million

In 1997, Marcos Rodríguez founded Palladium Equity Partners, the largest Latino-owned and focused private equity firm in the U.S., where he is also managing partner. The firm currently manages committed equity capital in excess of \$800 million, including Palladium Equity Partners III, LP, a buyout fund with \$704 million in committed capital that targets companies that can benefit from the growing U.S. Hispanic demographic. Palladium Equity Partners provides equity capital to middle market companies seeking to achieve the next level of growth.

In targeting the U.S. Hispanic market and identifying companies for possible investment, the company focuses on four specific themes: youth and family, underserved industry sectors, culturally targeted products, and the overall Hispanization of the U.S. society. To date, Fund III has invested in Taco Bueno, PROMÉRICA Bank and ATC Panels, a fast-growing producer of wood panels based in North Carolina and led by Chilean and U.S. Hispanic entrepreneurs. A native of Cuba, Rodríguez earned a Bachelor's degree in mechanical engineering from Columbia University, an MBA from the Wharton School of Business and a Master's in international studies from the Lauder Institute of the University of Pennsylvania. He serves as chairman of the board of The Robert Toigo Foundation, a national educational organization that supports the advancement of exceptional minority business degree students and alumni within the finance industry through scholarships, mentoring and job placement.

He lives in Connecticut with his wife and their three children.



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