



# U.S.-Latino Entrepreneur's Guide to Balancing Business, Family and Culture

Dr. Marvin Lozano, Dr. Miquela Rivera, Dr. Manuel Montoya, and Dean Mitzi Montoya

**FRIDAY, NOVEMBER 20 • 11 AM MDT • Register to attend at: <https://bit.ly/31Sv4Zt>**

Join the LAll and the Anderson School of Management for a discussion on balancing business, family and culture as a Latinx entrepreneur. Written by Dr. Marvin Lozano and Dr. Miquela Rivera, *The U.S.-Latino Entrepreneur's Guide to Balancing Business, Family and Culture* is the first book to offer the start-up or experienced business owner a bilingual approach to business success, including how to build a business with family and culture in mind; understanding the impact of personal and cultural values on business decision-making; developing customers/clients by addressing Latino needs, lifestyles, customs, and preferences along with forms of operation, and cashflow. Dr. Lozano and Dr. Rivera will discuss key takeaways from the book in a conversation with Anderson School of Management Dean Mitzi Montoya moderated by Dr. Manuel Montoya, Associate Professor of global structures and international management.

*Marvin Lozano, EdD, is an entrepreneurial consultant who has worked as a bilingual commercial lender, business owner, and business college professor. He has extensive experience in domestic and international commercial banking (including lending and branch management), entrepreneurial consulting with community alternative lenders and chambers of commerce, and teaching/training students and faculty in higher education. Dr. Lozano earned a Bachelor of Science Business degree from Arizona State University, a Master of Science in Management and Policy degree from the University of Arizona, and a Doctor of Education in Educational Leadership from The University of New Mexico. He is currently adjunct faculty in the School of Business & Information Technology at Central New Mexico Community College (CNM) and a consultant for Priority Loans, Bilingual Community Development, and Training at The Loan Fund*

*Miquela Rivera, PhD, is a licensed psychologist, author, and public speaker. She has worked in community mental health, employee assistance programming, state-based early childhood administration, Head Start consultation, school-based wellness and private practice in Tucson and Albuquerque. She has provided assessment and treatment of children, adolescents, families, and couples in a variety of settings. Miquela has facilitated U.S.-Latino entrepreneurship classes and is a columnist and feature writer for Hispanic Outlook in Higher Education. She has also written for other trade magazines and published *The Minority Career Book* in 1991. Miquela was a weekly self-help columnist with the Tucson Citizen newspaper for over 16 years. She earned her bachelor's degree in psychology at New Mexico State University and her doctorate in clinical psychology at Michigan State University. She currently has a private practice treating adults and providing psychological assessments in immigration cases, provides grief counseling for French Funerals and Cremations, and writes self-help/personal growth articles for Hispanic Outlook in Higher Education and a private corporation.*

*Mitzi M. Montoya, PhD, is the Dean of the Anderson School of Management at the University of New Mexico. Dr. Montoya received her PhD in Marketing and Statistics and BS in Applied Engineering Science, both from Michigan State University. Dr. Montoya is a thought leader in higher education. Throughout her career she has supported student and faculty success, enhanced entrepreneurial and innovation ecosystems and led collaborative initiatives that advance economic and community prosperity. Prior to joining UNM, Dr. Montoya was the Sara Hart Kimball Dean of the Oregon State University College of Business. She also served at Arizona State University where she was the Dean of the College of Technology & Innovation, Vice Provost of the ASU Polytechnic Campus and inaugural Vice President and University Dean of Entrepreneurship & Innovation for ASU. Dr. Montoya began her career at North Carolina State University where she held the Zelnak Chair in Marketing & Innovation in the Poole College of Management and was Special Assistant to the Vice Chancellor of Research. She is a former American Council on Education (ACE) Fellow.*

*Manuel (MJR) Montoya, Ph.D. is an Associate Professor of global structures and international management at the University of New Mexico Anderson School of Management. Generally he researches global political economy and is concerned with how we make the planet a meaningful part of our social and economic realities and has published work on issues ranging from international trade to creative economy. He has delivered over 100 lectures across the world and is recognized as a leading authority in the burgeoning field of critical management studies. He received his undergraduate degree at UNM in Economics and English and received his graduate education at New York University (MA), Oxford University (MLitt) and Emory University as a George Woodruff Fellow (PhD, Foreign Relations and Comparative Literature). He is UNM's first Latinx Rhodes Scholar and is also a Harry S. Truman Scholar. As a member of the Council on Foreign Relations he has worked to develop an online classroom to help improve Global Literacy (called World 101). As a professor of Creative Enterprise he also focuses on how the global creative economy is evolving and has been recognized by several universities worldwide for contributions to the understanding of craft economy. This is important to him in private life, where he has been an amateur watchmaker for 12 years, and is a published poet and short story writer. Dr. Montoya was born and raised in Mora, New Mexico.*



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