

**For Immediate Release**

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## **The Los Angeles Latino Chamber of Commerce Welcomes Interim Executive Director**

*Following its most significant growth period, the LALCC welcomes the former President of ALPFA, Norma Gomez, as interim Executive Director*

**[LOS ANGELES, CA, June 12, 2018 –]** The LALCC Board welcomes a new Executive Director as they extend their appreciation to former Executive Director, Moises Cisneros, for his role in the growth of the LALCC during his tenure in the position. “We wish Mr. Cisneros success in all his future endeavors,” says Chairman of the Board, Gilbert Vasquez. The LALCC Board is pleased to announce the appointment of Norma Gomez as interim Executive Director effective today. Ms. Gomez’ 20-year plus career in Business includes working in Public Accounting, Corporate Diversity & Inclusiveness, Supplier Diversity and most recently in the Financial Services and Insurance Sector.

Ms. Gomez started her career with PricewaterhouseCoopers LLP (PwC) in the Audit and Business Advisory Services. In 2007, Ms. Gomez joined the Association of Latino Professionals in Finance and Accounting (ALPFA) as their first Chief Operating Officer, where she established a formal infrastructure and traveled across the country expanding ALPFA Chapter presence and developing ALPFA Chapter Board Members.

In her most current role at New York Life, she has worked with business owners in creating, building and preserving wealth through custom tailored solutions for retirement planning, insurance protection, employee benefits, and other personal or business financial needs.



Ms. Gomez is a bilingual professional who has served on various boards, including past President of ALPFA (Los Angeles and San Francisco), Women of ALPFA Chair, Vice President of the National Latina Business Women Association, Accounting Career Awareness Program (ACAP) Board Member and AICPA Minority Initiatives Committee Member. In 2013, she represented the Los Angeles/Latina Business Sector in a City Press Release among other Diverse Community Peers and City Officials as part of the AEG/Farmers Field, NFL Stadium Proposal Roadshow. Ms. Gomez states “I’ve been involved with the Latino community in LA for many years and I’m excited to represent and support our entrepreneur members throughout the County.”

Ms. Gomez has a Bachelor’s of Science in Business Administration and Accounting emphasis from the University of California, Berkeley HAAS School of Business and is a Certified Public Accountant as well as a Licensed Financial Services Professional.

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*Since 2009, the Los Angeles Latino Chamber of Commerce (LALCC) has advocated for and promoted the economic development of Greater Los Angeles’ Latino-owned businesses, which now number more than 300,000. The chamber’s economic development services include procurement, access to capital, certification, technical and other business assistance. Among other issues, its policy and advocacy efforts are focused on public and private minority procurement, community reinvestment and development, Latino public policy, international trade and small business funding. LALCC is a 501(c)(3) and 501(c)(6) nonprofit organization. For additional information about the chamber, visit [lalcc.org](http://lalcc.org).*