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The Latino Coalition Strongly Supports the Nomination of Carlos Gutierrez as the Next U.S. Secretary of Commerce

Washington, D.C. – The Board of Directors of The Latino Coalition (TLC) praised President Bush for nominating one of America’s most respected business leaders as the next Secretary of the U.S. Department of Commerce. The nomination of Carlos Gutierrez, the Chief Executive Officer of Kellogg’s, sends a clear message that President Bush is very serious about expanding economic opportunities for all Americans. The Board also urged the members of the U.S. Senate to quickly move on confirming this outstanding and historic nomination.

“Carlos Gutierrez is an outstanding and historic choice for the next U.S. Secretary of Commerce,” said TLC President Robert Deposada. “This man is one of the most respected business leaders in America and around the world. Carlos Gutierrez represents a perfect example of the American Dream. He came to this country without a nickel to his name and through hard work and perseverance has become a highly successful and respected corporate leader. Carlos Gutierrez is credited with reinvigorating Kellogg and turning the company around, restoring growth in the cereal business. He will be an incredible asset to Bush’s economic team.”

No one can seriously question the integrity and the qualifications of Carlos Gutierrez. He came to the U.S. from Cuba with his parents and a brother in 1960 with no money. After his family moved to Mexico, he studied business administration at the Monterrey Institute of Technology. Like most immigrants, Gutierrez had to start working at the bottom of the corporate ladder in Kellogg as a sales representative in Mexico City. He worked his way up the corporate chain of command in various marketing and product development roles. In 1984, he took over the company's Mexico operations. He has also held senior positions at Kellogg's Canada and Asia-Pacific units. He moved into the parent company's executive offices in 1996. He has served as Chairman of the Board and is currently its Chief Executive Officer.

“Carlos Gutierrez is the perfect example of the American Dream,” said TLC Board Member Sal Gomez, also the Chairman of the Denver Hispanic Chamber of Commerce. “This man understands all aspects of business and economic development. He is a respected, knowledgeable and experienced business leader that will help lead our economy to new heights. He will also bring his expertise to help open new markets for American products to help create more and better paying jobs in America”

The Latino Coalition is a non-profit, non-partisan organization based in Washington, D.C. TLC was established to address policy issues that directly affect the well-being of Hispanics in the United States. TLC’s agenda is to develop and promote policies that will foster economic equivalency and enhance overall business, economic, and social development of Hispanics. For more information please visit our website at www.TheLatinoCoalition.com.

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