

GHCC names Veronica Maldonado-Torres as New President and CEO

The Georgia Hispanic Chamber of Commerce has named Atlanta business executive Veronica Maldonado-Torres as the new President and Chief Executive Officer of the 37-year-old organization. The executive board voted unanimously after a six-month-long search that attracted top talent from around the country.

“As a board, we understood the grandeur of this role at such a pivotal time for our community. We sought a leader who not only can represent our business community at the highest levels, but also connect and relate to business owners and entrepreneurs of all sizes. In Veronica Maldonado-Torres, we found that leader,” said Ivan Shammas, past chairman of the Board and Chairman of the Search Committee. “She is the ultimate servant leader who will transcend this Chamber with purpose and passion. Her inspiration will undoubtedly take this chamber to new heights and create an impact that will be felt statewide,” added Shammas.

“I am grateful and humbled for the trust bestowed upon me to serve as the new President/CEO of the GHCC,” said Maldonado-Torres. “I am excited about working with our board, professional staff, members, and partners to move the chamber to the next level. Together, we will reimagine the future of our Hispanic business community, ensuring long-term economic sustainability that drives opportunity and lifts the next generation of leaders”.

“This new chapter will focus on fostering a bold and inclusive vision that leverages our passion, innovation, and diversity and promotes value creation for our business ecosystem. Our doors are open and I invite all to partake in the next iteration where collectively we can build a stronger, more resilient, prosperous, and inclusive Georgia.”

The Executive Committee of the Board of Directors began its search process in December 2020, establishing a Search Committee comprised of board members and local leaders as well as hiring a professional search firm, The Koblentz Group, to lead the effort. The team worked together in vetting, interviewing, and narrowing down the search from an outstanding field of candidates from all over the United States including strong local leaders with diverse backgrounds. The Search Committee brought its results and recommendations to the executive board, which voted unanimously.

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Maldonado-Torres is a versatile and visionary Latina businesswoman, small business champion, supplier diversity advocate, business mentor, and community leader with more than 15 years of professional experience and success. She excels in building strategic alliances and fostering win-win relationships among diverse stakeholders.

Formerly Maldonado-Torres led the Georgia Mentor Protégé Connection (MPC) as program director. During her tenure she supported the development and growth of over 150 businesses between \$1M and \$30M with corporate engagement and supported the external supplier development efforts of over 41 corporations, curating over 75 business education events including the Georgia Innovation Summit.

“The GHCC is the chamber of the future, representing and connecting all Hispanic & Non-Hispanic businesses and organizations in Georgia,” added Antonio Molina, Chairman of the Board. “Georgia is the epicenter of many new industries and incredible growth opportunities for our business community abounds. The Chamber has a big role to play in how our community can capitalize on this growth and we believe that Veronica is the right person to take us there.”

Maldonado-Torres will officially begin her new role as President and CEO of GHCC in June and can be reached at veronica@ghcc.org.

ABOUT THE GHCC

Established in 1984, the GHCC is the largest Hispanic-serving chamber of commerce in the Southeast. As an advocate of the Hispanic business community for over 37 years, the GHCC is the voice of Hispanic business across the state of Georgia, proudly serving a diverse membership of corporations and small businesses. For more information about the chamber, please visit www.ghcc.org.

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