



HISPANAS  
ORGANIZED  
for POLITICAL  
EQUALITY

## NEWS RELEASE

**FOR IMMEDIATE RELEASE**

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### **HISPANAS ORGANIZED FOR POLITICAL EQUALITY (HOPE) WELCOMES XIOMARA PEÑA AS VICE PRESIDENT OF INNOVATION & COMMUNITY ENGAGEMENT**

LOS ANGELES, CA (April 17, 2024) — Hispanas Organized for Political Equality (HOPE), a leading nonprofit dedicated to Latina leadership and advocacy headquartered in California, proudly announces the appointment of Xiomara Peña as the incoming Vice President of Innovation and Community Engagement. This position represents the organization's significant growth into regionally based leadership programming, national educational and research initiatives, and marks its first executive level leadership position outside of the Chief Executive Officer.

The HOPE staff has grown by 88% since 2020, from 9 to 17 full-time members, signifying an expanded capacity to execute its mission effectively, and demonstrating investment from foundations and key sponsors. This growth serves as a tangible indicator of the organization's sustainability and commitment to making a deeper impact on the Latina communities it serves.

"We are thrilled to welcome Xiomara Peña to the HOPE team as our new Vice President of Innovation and Community Engagement," said Helen Torres, CEO of HOPE. "Her expertise, unique perspectives, and commitment to equity will enhance our organization's mission to empower Latinas and promote political and economic parity."

Xiomara Peña brings a wealth of experience and a passion for mission-driven leadership to her new role at HOPE. With a proven record of accomplishment of transforming concepts into actionable strategies and fostering meaningful connections, Xiomara has dedicated over a decade to empowering underrepresented communities, particularly in the realm of small business advocacy.

Xiomara Peña expressed her enthusiasm for joining HOPE, stating, "I am honored to be part of an organization that is dedicated to empowering Latinas and advancing equity in our communities. I look forward to collaborating with the HOPE team to drive innovative solutions and foster meaningful engagement with Latinas across the nation."

Most recently serving as the Vice President of Programs and Engagement at Small Business Majority, Xiomara led interdisciplinary teams in building relationships with policymakers, small business owners, and organizations to cultivate equitable environments for small business ecosystems nationwide. Her extensive background includes pioneering business retention programs for the City of Los Angeles, spearheading workforce development initiatives, and advocating for marginalized communities through her work with various nonprofits and as a business owner herself.

Xiomara Peña officially assumes her role on Wednesday, April 17th. To Learn more about HOPE and its initiatives to advance Latina economic and political parity, please visit [www.latinas.org](http://www.latinas.org).

***About Hispanas Organized for Political Equality (HOPE) - HOPE® is a nonprofit, nonpartisan organization that has empowered our communities through advocacy, Latina leadership training, and increasing knowledge on the contributions Latinas have made to advance the status of women for the past 35 years. To date, HOPE's innovative programming has served 65,000 Latinas and touched the lives of several thousand more through our advocacy. For more information on HOPE, please visit [Latinas.org](http://Latinas.org) or follow us on [Facebook](#), [Instagram](#) and [Twitter](#).***