

NC Commission on Inclusion

Pat Martinez

Owner of Leadership in the Clouds



Pat Martinez is the owner and founder of the management consulting firm Leadership in the Clouds™. She is an author, community leader, a national speaker and an advocate for Social Capital Building. Her expertise extends across four areas: leadership, business development, organizational transformation, and non-profit management.

The firm provides the tools to succeed in today's fast-paced world by development and sustaining talent from the classroom to the boardroom – is their blueprint for success. Martinez previously served as the president and CEO of the National Hispanic Corporate Council (NHCC) located in Washington, DC. NHCC is a non-profit organization working with Fortune 1000 companies since 1985 to provide its member companies a multi-layered approach and resources to efficiently maximize the diversity of the Hispanic market. Before this role, she was the National Development Officer for the southeast region at the Hispanic Scholarship Fund. She cultivated sustainable as well as increased funding and support for the organization across 14 states in the southeast region.

Martinez's business and community engagement spans 30 years and includes local and national affiliations and directorship roles. She's a member and former board member of PRIMER, a national organization which is a network of Latino executives. She is the founder and

serves as the chair of the National Council for Leadership. She serves as the board secretary for the Urban League of Central Carolina, board member for the University City Partners Foundation and committee member for economic development. She is an advisory board member for Opera Carolina and Hispanic Scholars Fund-Charlotte.

She has received awards for her advocacy and leadership. Among them is an award from BMW "Paying It 4Ward" for her high impact in the community. *Pride Magazine* recognized her for creating "Diversity in the Clouds." She was one of the "25 Distinguished Women in Business" by *MEA Magazine* and named "Businesswoman of the Year" by *La Noticia*, and from Diamante she was recognized for her advocacy. She is the second Latina to be inducted into the Women's History Hall of Fame at the Levine Museum of the New South. She has received leadership recognition from Toastmasters and student organizations.

Capitalizing on her talent of building social capital, she was asked to join the Social Impact Group "UCity Family Zone" a place-based partnership for improving the social determinants of health, quality of life, and equity in the university city communities. She leads the community engagement/social capital component.

Martinez is a mentor/life navigator to college students, professionals in transitional and non-profits leaders. She also serves as a mentor for successful entrepreneurs participating in Stanford University's Latino Business Action Network (LBAN) scaling-up program.