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**20 UNDER 40
TOP YOUNG HISPANICS
IN THE U.S**
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**STIMULUS HEIST
SPAIN TAKES A
BITE OUT OF
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20 under 40

PODER PRESENTS
20 HISPANICS UNDER
AGE 40 WHO HAVE AND
WILL CONTINUE TO EXERT
INFLUENCE OVER THE ARTS,
BUSINESS, EDUCATION
AND GOVERNMENT.



ALEJANDRO VELEZ
CO-FOUNDER, BTTR VENTURES
AGE: 22

BTTR Ventures provides a method for turning tons of coffee ground waste into gourmet mushrooms. Velez and his business partner Nikhil Arora, came up with the idea while attending an ethics class at the University of California Berkeley. They heard how in Colombia and parts of East Africa people suffering from malnutrition were growing mushrooms from coffee ground. They got a \$5,000 grant from the university as seed money then found partners to provide coffee grounds and got Whole Foods to sell the oyster mushrooms in their San Francisco stores. They also sell a home growing kit for green-science consumers. BTTR (Back To The Roots) is expected to bring \$200,000 in revenue this year.

NINA TORTOSA
AERO-DYNAMICS ENGINEER,
GENERAL MOTORS
AGE: 36

Tortosa came to the U.S. from Barcelona, Spain at age 8. The daughter of a chemical engineer she grew up in Minneapolis, obtaining a degree in aerospace engineering from the University of Minnesota. Tortosa joined GM ten years ago to work in aerodynamic development. Working with clay models Tortosa and her team try to reduce the drag efficient on concept vehicles in development. "I like research. You can go and play in the wind tunnel and get dirty," she says. "I like working with the designers and having an impact on design." She led the aerodynamic development group for the much-vaunted Chevy Volt, GM's electric car due out in 2011. "That was fun trying to take transportation to the next level," she says.



RAUL VAZQUEZ
PRESIDENT OF WAL-MART WEST
AGE: 38

Vazquez leads one of three new geographic business units (West, South and North) after Wal-Mart U.S. realigned its logistics, real estate and store divisions under one management team. Wal-Mart expects the restructuring to produce greater value for customers and shareholders alike. Before being promoted to his current position, Vazquez - who is a product of El Paso, Texas - was the CEO of Walmart.com. He held that position from 2007 until his promotion in January 2010. During his tenure, Vazquez built the retailing website into a juggernaut. It logged up to 40 million hits a month and reportedly saw sales totaling \$1.7 billion.



GUSTAVO ADOLFO DUDAMEL RAMIREZ
 PRINCIPAL CONDUCTOR OF GOTHENBURG SYMPHONY AND MUSIC
 DIRECTOR OF THE LOS ANGELES PHILHARMONIC
 AGE: 29

Dudamel was born in Venezuela and throughout his youth was involved with the country's youth music program El Sistema. It was at El Sistema that Dudamel first picked up a violin. From there he became the musical director of Venezuela's youth orchestra. He traveled the world, earning conductor awards as he went, including the Gustav Mahler Prize, the most prestigious competition for young conductors. In 2006 Dudamel was named the conductor of the Gothenburg Symphony and last September was appointed music director at the Los Angeles Philharmonic. His passion and bombastic, arm-waving style have made him classical music's most sought after rock star. World acclaim hasn't diluted his commitment to Venezuela's musicians, however. He is in his 11th year now with the Simon Bolivar Youth Orchestra.



ANNA HUET



AURELIA FLORES
 SENIOR COUNSEL,
 SAIC; FOUNDER,
 POWERFULLATINAS.COM
 AGE: 39

In her youth Flores was tested by adversity. She was 15 and had become pregnant with an abusive boyfriend. Yet she made her way to Stanford Law School and became a successful intellectual property counsel at SAIC, the Fortune 300 government contractor that does everything from training dolphins to searching for unexploded munitions. Her life changed again on December 6, 2007 when she got the idea to start Powerfullatinas.com. "We all have adversity to come across in life," she says. "I want women to say, 'look, Latinas are doing so many wonderful things and so can I.'" In a little over a month she had founded the for-profit company and done her first interview. Seventy interviews later Flores is expecting to turn a profit this year by selling her interviews of successful Latinas to colleges, users, and cable TV.



GINA A. RUDAN
 FOUNDER, GENUINE
 INSIGHTS
 AGE: 38

Amaro Rudan is an entrepreneur, motivational speaker and strategist who looks to inspire genius. Amaro Rudan previously was an executive at Avon Products and PR Newswire but quit the corporate world to open her consulting firm. Based in Miami, Amaro Rudan focuses her national consulting business on helping her clients develop leadership, manage personal assets, and create personal brands. As such, she has lectured for Booz Allen Hamilton, BET, Fannie Mae, Merck and the Endeavor Organization.