



## How does representation impact the Hispanic American and Latinx digital workforce?

VIDEO TRANSCRIPT

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Our representation matters. Our innovation matters. Our creativity matters. And as organizations want to continue to bring in a diverse pool of thought, of thought leadership, of creativity, all these different things that create the opportunities to continue to evolve as brands and to continue to evolve the technology, we need this mindset that is extremely creative, that is extremely focused to be able to come into an organization, one feel welcomed and two be empowered to be able to deliver the greatness that this community can deliver.