Be yourself, change the world.

Hispanic Organization for Leadership and Achievement

This interactive document provides an overview of HOLA’s accomplishments for 2018 and goals for 2019+.

The document begins with a summary page that serves as a high level overview, followed by a page for each of the four focus areas:

- Culture of Inclusion
- Talent Acquisition, Onboarding & Development
- Insights/Marketplace
- Community Impact

Click on the ☰ to navigate throughout the document.

Click on the ☰ to view information that resides outside of the document (e.g. websites, videos, etc.).
2018 Highlights

#1 Hispanic ERG in the nation (2018), awarded by the United States Hispanic Chamber of Commerce

One of the top 20 Hispanic ERGs in the nation (2018), selected by Latina Style Magazine

Vision

To be recognized as an elite global organization focused on developing Hispanic leaders to support Johnson & Johnson objectives for growth.

Mission

To facilitate new and emerging opportunities for Johnson & Johnson, our members and the communities by embracing the Hispanic culture and:

- Driving business results through initiatives connected to diverse and underserved communities
- Creating inclusive, synergistic work environments
- Recruiting, retaining, developing, and advancing Hispanic leaders committed to leveraging diversity and driving Johnson & Johnson’s strategies

2018 Accomplishments

- Culture of Inclusion
- Talent Acquisition, Onboarding & Development
- Insights/Marketplace
- Community Impact

Click here to visit the Latina Style Award website
Click here to view video of Alex Gorsky on Latina Style website

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Created cultural awareness through Hispanic Heritage Month

Led Hispanic Heritage Month celebrations across various chapters, sharing the Hispanic culture through food, music, dancing, and history with HOLA members and colleagues.

Supported initiatives directed to fostering a diverse workforce

- Proactively seek out new business opportunities within the Hispanic community
- Direct interaction with Senior Leadership within J&J for exchange of ideas
- Cultural exchanges and education
- Providing networking opportunities focused on growth, development, and advancement (e.g. FIFA World Cup networking event)
- Sharing common goals and best practices with other ERGs within J&J

Support J&J initiative for a healthy workforce in 2020

Joined forces with J&J Health Services for the HOLA 5K Run/Walk to increase engagement amongst Hispanics to maintain a healthy lifestyle.
Advancing talent

- Continued to expand participation in Mentoring Circles, a Director-level program
- Cross-sector visiting scientist clinician program engaged many new employees of J&J
- Partnered with HR to develop 3-year talent strategy
- Centralized HOLA partnership opportunity with SHPE and Prospanica through quarterly talent talks

Recruiting talent

CLEVELAND, OHIO

SHPE - Society of Hispanic Professional Engineers

NEW BRUNSWICK + PHILADELPHIA

Association of Latino Professionals For America

Recruiting and networking event in collaboration with Drexel University (J&J career fair and personal branding workshop)

People making a difference

Yuri Cuervo and Esteban Sanchez

HOLA leaders Yuri Cuervo and Esteban Sanchez were recognized externally as Young Hispanic Corporate Achievers by HACR and selected for leadership development program.

Ruby Castilla

HOLA member Ruby Castilla was elected president of a national professional medical association, the American Society of Hispanic Psychiatry.
Hispanic Day Parade

Showcased our Johnson & Johnson float with advertising banners from our sponsoring brands. Distributed 10,000 product samples for AVEENO®, BAND AID®, BENADRYL®, JOHNSON’S®, LISTERINE® and ZYRTEC®. Television spot to advertise J&J’s participation in the parade aired a week before via UNIVISION®.

Educational opportunities

Hispanic Scholarship Fund provides college scholarships to Latino families across the US, enabling top Latino students to complete higher education fostering education and participation amongst the Hispanic communities.

Inaugural participation in the New Jersey Hispanic day parade.

1 million people attended the 2018 New York Hispanic Day Parade

+33% sales lift on featured products

$100K donated by J&J to the Hispanic Scholarship Fund STEM Program

Brand awareness

Seventh consecutive year actively supporting the New York City Hispanic Day Parade, the largest J&J brand advertising campaign organized by an ERG.

Broadened exposure to Hispanic market

Secured J&J television commercials in Spanish via Univision®, the largest Spanish-language television network in the USA.

Insights/Marketplace

Hispanic Organization for Leadership and Achievement

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Project Perfect Just the Way You Are

Expansion of our signature wellness social responsibility program, Project Perfect Just the Way You Are. We trained student peer leaders to deliver the program to younger students in local schools.

Mental health awareness

Cross-collaboration with ADA Mental Health Diplomats speaker series.

Operation Smile

Collaborating with Operation Smile to establish a Mental Health pilot program for children and families.

Project “See”

An all-day event that provides free eye exams to low-income people in the Jacksonville community. In 2004, Hispanic Organization for Leadership and Achievement (HOLA) led the very first Project See, servicing primarily the Spanish-speaking community. With a record-breaking 82 patient visits in one day, this event is full service, as each patient received free glasses the day of, or soon after, the visit.

In addition, Project “See” is implemented at the UNIDOS US annual conference, seeing 580 people in just 2.5 days, making this event the most attended vision screening event for Project “See.”

Tour de Cure

HOLA participated in the New Jersey/Pennsylvania American Diabetes Association’s Tour de Cure.

$54k raised for diabetes research

Operation Smile

Collaborating with Operation Smile to establish a Mental Health pilot program for children and families.

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Project Perfect Just the Way You Are

Expansion of our signature wellness social responsibility program, Project Perfect Just the Way You Are. We trained student peer leaders to deliver the program to younger students in local schools.

2,200+ children reached by Project Perfect Just the Way You Are

Mental health awareness

Cross-collaboration with ADA Mental Health Diplomats speaker series.

3,000+ people reached

5 external speakers

12 webcasts