Hispanic Heritage Month
Virtual Event
September 17, 2020
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J.P. Morgan Asset Management
**Mission & Vision**

- **Adelante’s vision** is to play a key role in making JPMorgan Chase the workplace and brand of choice for Latino/Hispanic employees and customers.

- **Adelante’s mission** is to connect and to promote recruitment, leadership, and development of Latino/Hispanic employees at all ranks; while fostering cultural awareness, supporting local communities, and positively impacting how the Firm achieves its strategic priorities.

**Strategic Priorities**

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<th>Professional Development</th>
<th>Leadership &amp; Business Value</th>
<th>Community Engagement</th>
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<td>Driving cross-chapter professional development initiatives.</td>
<td>Providing tangible contributions to the business.</td>
<td>Continuing volunteer and community engagement efforts with external community.</td>
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<td>Developing Hispanic talent firmwide.</td>
<td>Developing BRG performance metrics.</td>
<td>Enhancing partnerships and resources with global Adelante chapters.</td>
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<td>Supporting JPMC recruiting programs</td>
<td>Increasing collaboration with Hispanic Executive Forum (HEF).</td>
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<td>Intersectionality - increasing collaboration with other BRGs and corporate groups.</td>
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20,000+
Total members worldwide

22
Global chapters

16%
YoY membership growth since Sep 2019

Breakdown by Region

NAMR 87%
LATAM & CAN 2%
EMEA 10%
APAC 1%
Adelante and Hispanic Forums

Adelante
- Firmwide
- Open to all JPMC employees

Hispanic Executive Forum
- Firmwide MD’s

Hispanic Leadership Forum
- LOB-specific
Create Programming to Connect HEF and Adelante

- Launched virtual “Café con Adelante” & “Sopa de Pollo” events to connect Adelante to senior members

- High levels of engagement from both sides.

### Goal

- Drive an increase in exposure and connectivity between the Adelante community and HEF members

### Mechanisms

- Include HEF information and resources in Adelante intranet site
- Invite HEF member to participate in Adelante leadership calls

- Inspire community and drive to move careers forward. Networking and hearing from senior executives will be inspiring and informative

- Virtual Café con Adelante between HEF and Adelante members to engage in group gatherings to develop their network
- Organize on-site events to coincide with HEF members traveling

- Increase the level of engagement and enhance the partnership between Adelante and the HEF

- HEF Members and Adelante leaders to be matched at random for “Sopa de Pollo” networking opportunities
- Panel discussions with HEF members and Adelante Leaders
Intentional Collaboration to Develop Our Community

Develop leaders with exposure and contacts at all levels across the firm. Creating community while developing and retaining talent.

Meet Senior Leaders that share your cultural heritage. Hear their stories and obtain relevant career insights and advice.

- Mentorship Circles
- Nurture relationships within and outside your LOB
- Obtain Business Insights that you can use to enhance your career.

Adelante

HEF

HLF

Senior Cross LOB Interactions
Thank you!