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# ◀ HISPANIC HERITAGE MONTH ▶

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At RNDC, we offer an inclusive and strong family culture that respects the diversity of our associates and business partners. From September 15 – October 15, we will highlight our Hispanic colleagues who have a story to tell about their Hispanic Heritage.

Name: Rocio J. Alcorta

Title: Trade Marketing Manager Multicultural

Location: Houston, Texas

Date of Hire: February 2019



## **What traditions or elements of your heritage make you most proud?**

I am very proud to be bilingual! Every summer growing up my family would go to Mexico and now as an adult I continue to explore the beautiful country and other countries of Latin America. Being able to communicate with the locals is such a beautiful thing.

## **What does “Adelante” mean to you?**

Adelante means overcoming any obstacles because everything and anything is possible you just have to keep moving forward

## **What advice would you give someone who is attempting to move forward in the face of adversity or challenges?**

I had many setbacks early in my career but I kept pursuing my passion no matter what roadblocks appeared. My determination and strong work ethic was the driving force that helped me seize every opportunity and gain the experience I needed, which helped me be in the position that I am today. There will be times you will want to give up but you have to remember the time you've already invested. Stay the path, sigue Adelante! Si se puede.

## **Tell us about a person who has helped you move forward in your life/career? I**

have been blessed with a few marketing mentors throughout my career who helped me stay the path and seguir adelante. The first was a campaign

manager I was working with many years ago noticed my passion and dedication during my time as a promotional specialist. I didn't hesitate in making suggestions and providing feedback. He encouraged me to pursue a career in marketing and with his guidance and motivation lead to my management and executions of promotional programs. He and I are still close friends to the day and I reach out to him for guidance when needed.

**Looking forward, what vision do you have for your future and how is your culture part of that vision?**

I am grateful that I have found a HOME at RNDC with the Marketing team and plan to continue learning and growing in my position to help others understand the diversity within the Hispanic community.

