



news release

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## **The National Society of Hispanic MBAs Announces New Chief Executive Officer, Manuel ‘Manny’ Gonzalez**

*With a successful history in both the public and private sectors, NSHMBA’s Board of Directors confident and excited Gonzalez is a complement to the organization’s newest mission, vision and strategies*

Dallas, TX. — September 8, 2010 — On September 1, 2010, the newest leader to head the National Society of Hispanic MBAs took office as Chief Executive Officer.

Manuel ‘Manny’ Gonzalez, who most recently served as principal with consulting firm Mango Entertainment, and previously as CEO of the Zoological Society of Florida and the Columbus Zoo and Aquarium, and as vice president and general manager of Six Flags Inc. before accepting the position with NSHMBA, is best known for his ability to increase sales and revenues, streamline operations, and build creative and successful marketing plans.

These abilities, combined with a history of success, make Mr. Gonzalez an ideal candidate for the Hispanic non-profit and an obvious choice of its Board of Directors.

“We’re very excited to be under the new leadership and vision of Manuel Gonzalez, and the Board of Directors feels his experience will further continue the direction and course outlined under the many new strategies and goals recently announced,” said Mark Ponce, NSHMBA’s BOD Chairman. “NSHMBA has had 22 years of success and under the new leadership and direction of Mr. Gonzalez, everyone from members to sponsors will benefit from his integrity, passion, determination and optimism.”

The next chapter in Mr. Gonzalez’s career offers a new and promising challenge that he too reciprocates and feels will benefit NSHMBA members and stakeholders alike.

“I am incredibly excited about the opportunity to lead NSHMBA, and look forward to driving innovation, partnerships and helping increase the number of Hispanics graduating from MBA schools,” said Mr. Gonzalez. “NSHMBA is led by an impressive and passionate board with a



vision to become the premier organization for Hispanic business professionals and I am honored to have been given this opportunity.”

Mr. Gonzalez permanently stepped in as CEO, September 1, replacing Interim CEO Steven Ramos, who will return to his role as a member of the NSHMBA Board of Directors, while also serving as consultant to the new CEO during his transition into the new office. Mr. Ramos has served for NSHMBA in many capacities over his long career with the organization, starting as a chapter president and then later as a member of its Board of Directors.

### **About Manuel Gonzalez**

Manuel Gonzalez is an entrepreneurial and strategic leader with over 32 years of experience in the entertainment/hospitality industry, in theme parks, live events, zoos, aquariums, and cruise Lines. His professional career might be best described as eclectic. Starting his career in the hospitality hotel, food and beverage industry, he worked his way from behind-the-scenes to becoming a leader in the cultural events business where he was afforded the opportunity to grow from different career paths, spending time in marketing, finance and operations domestically and internationally. He has a broad range of expertise in both the nonprofit and corporate sector in an international arena.

Mr. Gonzalez’s strengths lie in strategic management planning, external relations, development, marketing, finance and governance of facilities, venues, and cultural attractions. His experience in master planning and development includes the expansion of the Columbus Zoo and Aquarium into a 580-acre regional entertainment complex with a water park, theme park, golf course, and the future site for an indoor water park hotel – a \$180 million project attracts over 2 million visitors per year.

He received his bachelors in Business Administration from the University of Oklahoma in 1995 and his Masters in Business Administration from Oklahoma Christian University in 2002. He has served as a board member for the Dublin Convention and Visitors Bureau, the United Methodist Children’s Home, and participated on the Zoo and Aquarium Committee for the International Association of Amusement Parks and Attractions.

### **About NSHMBA**

The National Society of Hispanic MBAs (NSHMBA) was created in 1988 as a non-profit organization. Widely known as the "Premier Hispanic Organization," NSHMBA serves 32 chapters and over 8,000 members in the U.S. and Puerto Rico. It exists to foster Hispanic leadership through graduate management education and professional development in order to improve society. NSHMBA works to prepare Hispanics for leadership positions throughout the U.S., so that they can provide the cultural awareness and sensitivity vital in the management of the nation’s diverse workforce.

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