

Capital Start-Ups: What We Know and Need to Know about Latino Entrepreneurship in the DC-Metro Region

Participant Bio Sketches

Barbara Bird is Professor of Management at the Kogod School of Business at American University and associate editor of *Entrepreneur Theory and Practice*. Dr. Bird received her PhD from the University of Southern California and specializes in entrepreneurial cognition and behavior. Her research examines new venture liabilities and strategic alliance building in business. Dr. Bird has authored *Entrepreneurial Behavior* and several scholarly journal articles in *Academy of Management Review*, *Organization Science*, and *Journal of Applied Psychology*. She is past chair of the Entrepreneurship Division of the Academy of Management and currently serves as Historian. Dr. Bird is the Principal Investigator of the Latino Entrepreneurship project.

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Alfredo Casta is President and Chief Executive Officer of Cascades Technologies, Inc. He is also Chair of the Board of Directors of the Greater Washington Hispanic Chamber of Commerce. Under Mr. Casta's leadership, Cascades has become one of *Inc. 500* magazine's fastest growing companies. With over twenty years of experience in IT system management, Mr. Casta has held senior leadership positions in both the public and private sectors. Prior to starting CTi, Mr. Casta served as Division Chief with the U.S. Department of Labor. He is also a member of the Board of Directors for the Northern Virginia Family Services. Mr. Casta has a B.S. in Computer Science from the Universidad del Sagrado Corazon in Santurce, PR, and is a graduate of George Washington University with an MS in Information Systems Technology Project Management.

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Eric Hershberg is Director of the Center for Latin American and Latino Studies (CLALS) and Professor of Government at American University. Dr. Hershberg received his PhD in political science from the University of Wisconsin-Madison. He is a frequent commentator on U.S. electoral trends and the impact of public policies on Latino communities, specializing in Latin American political economy, and has taught at New York University, Southern Illinois University, Columbia, Princeton, and the New School. His most recent publications include two co-edited volumes, one with Maxwell A. Cameron entitled *Latin American Left Turns: Politics, Policies, and Trajectories of Change* (Lynne Rienner, 2010) and the second *New Institutions for Participatory Democracy in Latin America: Voice and Consequences* (Palgrave Macmillan, 2012), with Maxwell A. Cameron and Kenneth E. Sharpe.

Tara Palacios is Director of BizLaunch, a small business and entrepreneurial assistance program located in Arlington County. Ms. Palacios works closely with entrepreneurs to help them start, build, and successfully grow their businesses. Previously she has served as a marketing manager at the United States Enrichment Corporation and as a financial specialist with Wachovia. Ms. Palacios received her Master’s degree in Marketing and Communications from the Johns Hopkins University’s Carey Business School. Ms. Palacios has received numerous awards, including the U.S. Small Business Administration’s District Director Award in 2010, and the Arlington County Commission on Women’s Person of Vision Award in 2009.