

LATINA *Style* Inc.

Empowering Latinas... One Woman at a Time

ROBERT E. BARD



Robert E. Bard is the president and CEO of *LATINA Style* Inc., a position he assumed in October 2001, after the untimely passing of his spouse and business partner, Anna Maria Arias, founder, editor & publisher of *LATINA Style* Magazine. An overwhelming response to Ms. Arias' demise from the Latina and Hispanic community inspired Mr. Bard to devote his energies to keep her mission and the goals of the company alive.

In his nineteen years leading *LATINA Style* Mr. Bard has been able to expand on the influence of the company by further developing the *LATINA Style* Business Series, the most successful ongoing business development program for Latina business owners in the nation; the *LATINA Style* 50 Awards and Diversity Leaders Conference, reporting on the top 50 companies for Latinas to work for in the U.S.; the National *LATINA Symposium* recognizing Latina achievement in all areas and professions; and the Distinguished Military Service Awards, honoring outstanding Latinas for their military Service. In 2012 *LATINA Style* launched the *Latina Hero Program* focusing in the reintegration and re-assimilation of Latina & Latino officers leaving active service and entering the civilian workplace or starting their own businesses.

He is a graduate of the MALDEF Leadership Training Program and is actively involved in the endeavors of the Hispanic community. He serves as Advisory Board Chairman of ANSO, the Association of Naval Service Officers. In May of 2011, Mr. Bard was recognized by the Chief of Naval Operations with the prestigious *Admiral Farragut Hispanic Diversity Champion Award* for his work to improve and promote diversity in the military community.

Mr. Bard is married to Ms. Lupita Colmenero, publisher of *El Hispano News* and Founder of Parents Step Ahead Foundation in Dallas. Mr. Bard is a graduate of the California State University at Northridge and holds certificates for Harvard University, Yale University, Tuck Business School at Dartmouth and the University of California in Los Angeles.