

Evelyn Barahona

Senior Vice President, Educational Fund at U.S. Hispanic Chamber of Commerce (USHCC)

Social Media Handles: IG: @barahonaliving @theushcc

LinkedIn: www.linkedin.com/in/evelynbarahona

Evelyn Barahona is a seasoned leader and advocate for Hispanic business growth, serving as the Senior Vice President of the Educational Fund at the **United States Hispanic Chamber of Commerce (USHCC)**. In this role, she leads the nonprofit arm of the organization, driving initiatives that empower Hispanic-owned businesses and Hispanic Chambers to thrive and scale. The **USHCC** is the largest Hispanic business advocacy and policy membership organization in the nation, representing over 5 million Hispanic-owned businesses across a diverse network of corporate partners, regional Hispanic Chambers, and small business communities.

A trusted advisor and strategic partner to key stakeholders, Evelyn works to accelerate the economic prosperity of Hispanic enterprises through USHCC's core pillars: driving capital access, securing strategic procurement contracts, and elevating the community's competitive advantage for corporate and governmental agencies looking to remain competitive in the global marketplace. Under her leadership, the **Educational Fund** focuses on delivering impactful programs and resources that promote Hispanic businesses growth and compete on a national stage including the Capital Readiness Program (CRP) in partnership with the Minority Business Development Agency (MBDA) to scale businesses through thoughtful initiatives to reduce the capital growth gaps experienced in the Hispanic business community.

With 25 years of experience spanning various sectors, Evelyn brings a wealth of knowledge in investment management, community advocacy, and philanthropic leadership. Her career includes over a decade in investment management, including mission driven work in cultural competency training and health care advocacy. She also led membership development at the **Boston Chamber of Commerce** and managed a portfolio of **Donor Advised Funds (DAFs)** at the **Boston Foundation**, oversaw significant community funds such as the **Massachusetts United for Puerto Rico Fund** following Hurricane Maria, and the **Latino Equity Fund**, which focuses on the economic and health equity of Latinos in Massachusetts.

Evelyn is deeply committed to community leadership and serves on several boards, including **Eastern Bank, Women's Edge, and Playworks**. She is also a member of the **Advisory Committee of Women of Color UNIDAS** at the **Women's Business Enterprise National Council (WBENC)**. In recognition of her leadership, she was named a **Lideres Fellow** by **Hispanics in Philanthropy (HIP)** and has received numerous leadership awards throughout her career.

A graduate of **Northeastern University**, Evelyn holds a degree in **International Business and Finance** and furthered her studies at **NEOMA Business School** in Reims, France. Her dedication to advancing Hispanic business and community prosperity continues to drive her passion for creating lasting, positive change.