



## *Zayra Alicia Fossé*

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Zayra Alicia Fossé has established herself as a multi-talented, and multi-faceted individual. As a professional in public relations and marketing, she has contributed greatly to the growth and development of the Latino community in the United States. Having knowledge, ingenuity and a willingness to serve, she has held key leadership positions that presented opportunities for her to influence and work closely with community leaders and top city officials.

*“A passionate leader in pursuit of professional and personal excellence balanced with a compassion for and understanding of all whom she interacts with--a rare combination indeed and an asset to any company, organization and endeavor she is associated with.”*

In 2003 she met the needs of unifying her community by creating the Hispanic Professional Social (HPS). Today HPS has become the premier monthly gathering of prominent community and corporate leaders in Atlanta. The concept as she describes, is “diversity in harmony” giving people of diverse backgrounds a forum to exchange ideas. Today, her company Affinity Group Concepts Inc. is responsible for the creation of iconic events, signature promotional websites and sound marketing and public relations campaigns.

Her professional experience includes Community Relations Manager for Coca-Cola Enterprises where she founded the first Latino employee resource group. She also led the multicultural marketing efforts of Macy’s Inc. where she created and implemented a strategic marketing plan for four target markets that outperformed the general market in 18 states.

In her role as the president of the National Latina Business Women Association Atlanta Chapter her mission is to promote, develop and support the rapid growth of Latina business owners and professionals. She is also a member of the Board of Directors for The Civic League for Regional Atlanta and a Commissioner with the League of United Latin American Citizens (LULAC) Women’s Commission.

Ms. Fossé has been recognized for her leadership and community support with awards such as; Corporate Executive of the Year, Hispanic Achievement in Business and Leadership Awards (HABLA), Women of the Year, The League of United Latin American Citizens and Blue Ribbon Advocate of the Year Award, National Society of Hispanic MBAs.

Born in San Juan, Puerto Rico, and educated in Georgia, Zayra earned a Bachelor of Science degree in Spanish from Georgia College and State University and a Master’s Degree in Counseling from Fort Valley State University. She resides in Grant Park Atlanta, Georgia.