



AMERICABAEZ  
Elevate Talent

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## **Global Leader in Talent Acquisition and DEI, Author Launches *Courage: 12 Best Practices to Advance Your Career*, Offers Actionable Advice for Those Looking to Get Ahead in Their Career**



(Chicago) July 10, 2023—At the height of her career as a global leader in talent acquisition and diversity, equity, and inclusion (DEI) who has mentored countless professionals determined to advance their careers, America Baez has launched her new book, ["Courage: 12 Best Practices to Advance Your Career."](#)

Available on Amazon, this book is an inspiring and practical guide that offers invaluable insights and guidance to help readers develop the courage necessary to navigate challenges, make bold decisions, and create lasting change in organizations and communities.

A resource for anyone seeking to unlock their full leadership potential and make a meaningful difference in the world, readers will discover that these best practices, as Baez pointed out, "also apply to life."

"Courage is what drives everyone," Baez said about the title. "Most of us have things holding us back,

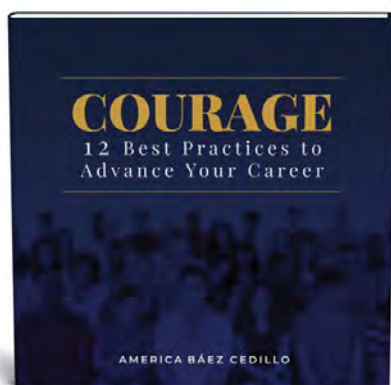
however, many of us have the courage to do everyday things and don't even think about it. And when we're at work, we have to be intentional about what we need to do to develop and position ourselves for advancement."

Baez explained that her professional background, which also includes extensive experience in human resources, gave her the insights and perspective to share with everyone interested in growing in business and in life. The latter is also true for underrepresented communities and especially Latinos.

“Being a Latina myself, there is this intersectionality as a Latina, an immigrant, and a professional who built my career in corporate America,” she noted. “I wish people had told me about these things or offered this kind of advice when I was early in my career or when I was in college. It would have made it easier.”

As a talent attraction, acquisition, and DEI consultant, Baez always assesses talent and candidates for her organizations and advises professionals and students on positioning themselves for promotions and advancement. She is excited to bring this knowledge to a wider audience with the release of this new book.

## In her book, Baez talks to readers about the importance of:



- **Courage**
- **Faith**
- **Grit**
- **Taking risks**
- **Adapting**
- **Being intentional**
- **Networking**

Friends and family have encouraged Baez to write this book for over a decade. She joins another relative who found his voice in writing.

“My dad is a songwriter and poet who has written five books,” she said. “I’m very excited to be a first-time author and follow in his footsteps.”

For more information, visit [AmericaBaez.com](https://AmericaBaez.com).



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**A**merica Baez has an extensive career as a global thought leader in talent acquisition and DEI. She has implemented transformational global DEI talent solutions for Fortune 100 companies, including Accenture, Comcast, Pepsi, and Verizon, among others.

Growing up in a family of teachers, politicians, artists, and poets, Baez was inspired to follow her biggest dreams. However, before bravely moving from Mexico to the U.S., she was given news that would have stopped most people in their tracks. She was diagnosed with a brain tumor. Rather than letting the diagnosis paralyze her, she refused to give in and change course.

Baez went on to earn her MBA in Texas and ultimately returned to Chicago, where she joined Prospanica, a Hispanic professional organization. There, she began a leadership journey that took her throughout corporate America while giving her a chance to uplift others, which is vital to her, personally and professionally.

## ABOUT FIG FACTOR MEDIA:



**Fig Factor Media Publishing** is an international publishing company with a “beeping” heart. Fig Factor Media has helped many authors achieve and support their dream of impacting their communities in the United States, Mexico, and Europe. Fig Factor Media is the official publisher of Today’s Inspired Latina. For more information, [www.figfactormedia.com](http://www.figfactormedia.com). ###



**A**merica Baez has an extensive career as a global thought leader in talent acquisition and diversity, equity and inclusion (DEI). She has implemented transformational global Diversity, Equity and Inclusion talent solutions for Fortune 100 companies including Accenture, Comcast, Pepsi and Verizon among other companies.

America Baez grew up in a family of teachers, politicians, artists, and poets who inspired her to follow her biggest dreams. Those dreams grew inside her and inspired her to leave her home in Mexico to move to the United States.

She knew that fostering connections would be the key to creating the future she imagined. Following her parents' examples and fueling it with curiosity and determination, America prepared for her first step—moving to Chicago.

Before moving, America was given news that would have stopped most people in their tracks. She was diagnosed with a brain tumor. Rather than letting the diagnosis paralyze her (no pun intended), she refused to give in and change course.

With an inner strength and focus that would serve her well throughout her career, America agreed to a treatment plan that would bring her back to Mexico periodically. A few weeks later, she left everyone and everything behind to follow her dreams to Chicago, where she went to school to learn English.

America earned her MBA in Texas and ultimately returned to Chicago, where she joined Prospanica. There she began a leadership journey that took her throughout corporate America while giving her a chance to lift up others, which is vital to her personally and professionally.

Through her connections, America had the opportunity to start her professional journey as a Latina pioneer in the field of Human Resources, Recruiting and Diversity and Inclusion. She has expanded her talents while working for Comcast, Pepsi, Baxter, Accenture, and Verizon.

These positions allowed her to build diversity, equity and inclusion talent acquisition programs, create campus and diversity recruiting strategies and lead employment branding and operations.

America is the author of [“Courage: 12 Best Practices to Advance Your Career.”](#) The book is an inspiring and practical guide that offers invaluable insights and guidance to help you develop the courage necessary to navigate challenges, make bold decisions, and create lasting change in organizations and communities. America is also a co-author of “Today’s Inspired Leader Vol. IV.” Her chapter is titled: “Become The Leader You Are Meant To Be.”

Her years of experience and expertise are the reasons America has been trusted by so many companies and professionals, helping them develop their own organization or career roadmap.

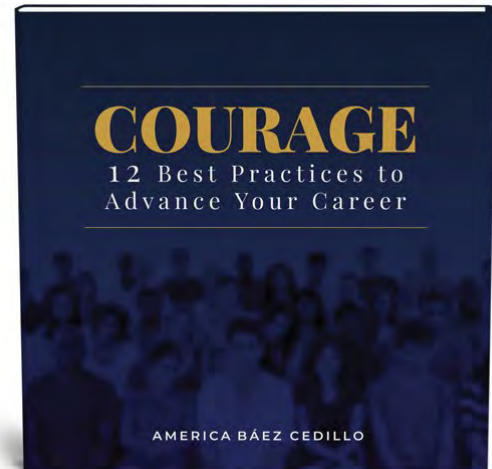


## About “Courage”

“**COURAGE: 12 Best Practices to Advance Your Career**” is an inspiring and practical guide that offers invaluable insights and guidance to help you develop the courage necessary to navigate challenges, make bold decisions, and create lasting change in organizations and communities.

This book is an indispensable resource for anyone seeking to unlock their full leadership potential and make a meaningful difference in the world.

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**DEI, Talent Acquisition Consultant Educates Readers in Finding Their Own Courage in**

**Book:** America Baez, a Chicago-based DEI and talent acquisition consultant, has had her share of personal and professional challenges from leaving her beloved Mexico to start a new life in the United States to being diagnosed with a brain tumor to helping the Hispanic community use their skills to succeed in the workplace. She details these experience as a first-time author with her recently launched book called [“Courage: 12 Best Practices to Advance Your Career.”](#) Baez outlines specific concepts such as faith, grit, risk taking and intentionality and hopes that readers will incorporate some of these ideas to build their personal strengths.

**DEI Leader, Expert Creates Connections That Lead To Her Success:** America Baez can truly say that it was her connections with people that helped her reach her professional goal as a Latina pioneer in HR and recruiting as she worked for well-known companies such as Comcast, Pepsi, Baxter, Accenture, and, most recently, Verizon. These positions allowed her to build extensive experience and create strategies for talent attraction and acquisition and building diverse talent pipelines. These are all done with the spirit and focus on uplifting and encouraging others to make their goals a reality. America can share her personal journey as well as provide simple and prudent ways for job seekers to network, join the right organizations, and create a circle of support.

**Chicago-Based DEI Leader, Career Coach Helps Prepare Hispanics/LatinX Employees Capitalize on Career Advancement Opportunities**

In an October 2022 article from the [Washington Center for Equitable Growth](#), “Latino workers represent a large and growing share of the U.S. workforce. But even [with the highest employment rates](#) in the United States, Latinos face several barriers to accessing good jobs and economic security.” The article also mentions how occupational sorting—the jobs that men and women choose to enter—and other factors such as unequal access to education and training opportunities and social networks can hurt the Latinx population in the job market. America Baez, an experienced Chicago-based Latina talent attraction, DEI leader, and career coach, knows how connections have the power of providing opportunities to help people fulfill their professional and personal goals. She can discuss how this population can harness opportunities and leverage connections.

**Helping Companies Create Welcoming DEI Environments:** CIO Magazine recently posted [an article](#) about the seven best practices for companies in changing their cultures in hope of still retaining their employees. Some of the solutions are to set goals and measure them and fix inclusion problems before recruiting talent. As a woman of color and an experienced Diversity, Equity and Inclusion leader, Chicago-based America Baez is a strong DEI advocate. She has a unique perspective on the distinct challenges minorities face and extensive experience and strategies for talent attraction and building diverse talent pipelines. When looking into what they need to increase diversity and inclusion, Baez can provide tools to help them identify gaps, develop effective DEI talent strategies and create DEI groups.

1. America, please tell us about yourself and your work?
2. How did you find yourself in the field of HR and recruiting?
3. Can you tell us about your new book ["Courage: 12 Best Practices to Advance Your Career"](#) and what are some of the points that readers will take away from?
4. How did you form your own courage to handle personal and professional challenges?
5. As a DEI leader, how do you help companies create DEI groups and develop strategies to attract talent
6. Why is DEI so important to have in a company?
7. Are there any specific DEI talent acquisition trends that interest you?
8. Why is networking so important to helping people find work or opportunities. Is it best to do it in person or remotely?
9. How are you helping people in the Latinx community to see networking as a successful tool to make their dreams into reality?
10. What are some things that have helped you become the person you are now?