

## PRESS RELEASE

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### CHIEF MARKETING OFFICER OF ALONOS ELECTED PROSPANICA DFW CHAPTER PRESIDENT

**ALLEN, Texas** – February 12, 2021 – [Alonos®](#), a leader in performance management consulting and leadership training, announced that Chief Marketing Officer, [Dr. Maria Gomez Albrecht](#), has been elected President of the Prospanica Dallas-Fort Worth chapter.

As president, Gomez Albrecht will be responsible for leading the creation and deployment of local strategies to grow the chapter's membership and increase value to its members. In this capacity, she will also work with all board officers to meet the chapter's revenue goals and strengthen relationships with academic partners and corporate sponsors.

"The strategic vision over the next two years is to maintain the chapter's leadership position in the metroplex as the top organization for Hispanic professionals to achieve full educational, economic, and social potential" – said Gomez Albrecht. She also added, "the focus will remain on helping Hispanic professionals connect, advance, and thrive in their careers."

[Prospanica DFW](#) is part of a nationwide non-profit organization dedicated to promoting and advocating for the growth of Hispanic professionals in corporate America. The chapter regularly hosts networking events, professional development workshops, career advancement opportunities, educational seminars, corporate recruiting events, and much more.

"We're proud of Maria's personal achievements and professional contributions. She is a great example of our company's dedication to build future leaders and work together to improve success," said Dr. Dale Albrecht, Chief Executive Officer of Alonos®. He also extended the company's congratulations to the other Prospanica DFW board officers elected.

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#### **About Alonos®**

Alonos® is an international consulting firm specializing in organizational effectiveness, improved business performance, strategic marketing solutions, and enhanced team dynamics through products and services in human resources, multicultural marketing, and leadership training. Our mission is to deliver and transfer the expertise needed to transform businesses systemically. Simply put at Alonos® we increase the success rate of initiatives, add value to teams, and improve overall performance. To learn more, visit [www.alonos.com](http://www.alonos.com) or follow us on [LinkedIn](#) and [Facebook](#).

**About Prospanica**

Prospanica®, is a non-profit organization dedicated to empowering Hispanics to reach their full educational, economic, and social potential. Founded in 1988 as the National Society of Hispanic MBAs (NSHMBA), Prospanica® is the association of Hispanic professionals with more than 46 Professional and University Chapters across the U.S. and Puerto Rico. Prospanica® is dedicated to helping professionals, graduate and undergraduate business students, entrepreneurs and Fortune 500 partners build on connections and career development to fortify the Hispanic workforce. For more information, visit [www.prospanica.org](http://www.prospanica.org).