

2018

Marie Lam from  
*Women of  
Distinction  
honoree*



Victoria Lara

## Victoria Lara

Victoria Lara is the founder and CEO of Lara Media Services, whose mission is to promote justice and equity by connecting communities of color with opportunities offered by clients such as TriMet, Prosper Portland, Cambia Health Solutions, the Oregon Health Authority, and Portland General Electric.

Ms. Lara believes that in order to navigate the complexities of today's media landscape, professionals should have a comprehensive understanding of not only the Latino market, but all underserved communities, and only a person who lives the same challenges every day can understand and reach them in the right way.

Lara Media has been recognized by Oregon Governor Kate Brown as an outstanding Latino-owned business in Oregon. Ms. Lara is a business leader, influential communications strategist, and public involvement facilitator who has earned a number of awards, including: The Leadership Award, Hispanic Metropolitan Chamber (2012); American Dreamer, Causa Oregon (2013); and Small Business Champion, Small Business Association (2014). She was recognized by Oregon Governor Kate Brown as a resilient and successful business owner and named Outstanding Mexican by the Mexican Embassy—the only woman to receive this recognition in 2016.

Ms. Lara currently serves as a board member with Causa Oregon, Latino Network, All Hands Raised and the Portland Business Alliance. Her education includes a Bachelor's degree in Business Marketing & Administration from Universidad Autónoma de Chihuahua (Mexico); the Portland State University School of Business Education Program; and the University of Washington Foster School of Business Executive Education Program.