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## LATINA/X FOUNDERS DEBUT CULTURALLY COMPETENT SHENIX™ FINTECH APP EMPOWERING LATINAS/X TO CREATE FINANCIAL LEGACY

CHICAGO, September 23, 2022—Financial industry expert Olga Camargo knows that in many Latina-led households, these women—in addition to being caretakers and community advocates—have the power of the purse strings when making financial decisions for their families and their businesses. Because financial apps fail to prioritize the Latina cultural mindset, these women have difficulty finding financial and investment resources that speak to their culture and aids in building their own personal and professional wealth and prosperity.

Realizing there needs to be a solution to help Latinas achieve the next level, Camargo, with national leaders and business partners Juan Carlos Avila and Patricia Mota formed SHENIX™, a fintech app designed for Latinas that makes wealth creation possible and helps close money gaps. Latinas will be able to make decisions with confidence for themselves, their family, and their community. Camargo is the Founder & CEO for SHENIX™; Avila is Co-founder and President; and, Mota is Co-founder.

“Juan Carlos, Patricia, and I see SHENIX™ as a powerful and a much-needed financial tool that will help Latinas build a stronger foundation of who they are, what they are worth, and help them achieve their life dreams,” explained Camargo.

The idea for a tool was born out of Camargo’s frustration with what she witnessed working part-time as a high school student at her mother’s bridal shop located in Chicago’s Little Village Mexican neighborhood. A financial consultant who only spoke English asked a young Camargo to translate his information for her mother. He then pitched directly to her while ignoring her mother.



“I said to myself, ‘This isn’t right,” Camargo said. “I realized Latinas were trying to make important financial decisions and they were struggling. Also, I saw that there were no resources to give these women access to financial information and guidance. With experiencing firsthand the negative impact as well as seeing a lack of culturally relevant financial tools and resources in the Latinx community, my team and I took our combined 80+ years of experience building businesses, delivering investment advisory services, and providing culturally relevant career and financial programs to create this empowerment tool for Latina professionals nationwide.”

The easy-to-use, on-demand app will provide financial educational, investing tools, banking services, career planning and salary negotiation resources, and investment advisory services through a unique digital experience that prioritizes the Latina cultural mindset.

“Currently, Latinas suffer the widest wealth gap in the United States, making a mere 49 cents for every dollar paid to Caucasian men, according to the [National Partnership for Women & Families](#),” Camargo said. “While that is a devastating statistic, this unfair divide is aggravated further by the pandemic that started in 2019 and continues. We believe that without culturally compatible financial solutions, Latinas will be unable to ascend financially.”

The founders are proud to launch SHENIX™ as it will change the lives of Latinas across the country and will help Latinas build their financial legacy.

“With SHENIX™, we will meet the needs of Latinas/x who lead a community with powerful economic contributions, representing a \$1.7 trillion purchasing power, \$2.8 Trillion GDP, and opening businesses seven times faster than any other group in the U.S.,” Camargo said. “We know firsthand the financial impact SHENIX™ will have on generational wealth within the Latinx community for decades. We have created a fintech tool that will lessen the cultural divide for Latinas on an individual basis, in the business sector, and ultimately transform their personal, professional, and familial experiences.” For more information, visit [www.shenix.app](http://www.shenix.app).

## A MUCH-NEEDED FINANCIAL TOOL



SHENIX™, is an innovative financial company built by Latinas/x, for Latinas/x, providing culturally relevant financial services to the Latina/x community to help them accelerate their economic and social transformation, while prioritizing their cultural mindset. SHENIX™ offers financial education, digital financial services, career planning and salary negotiation resources, and access to investment advisory services that support Latinas/x life goals. Our mission is to address Latina Equal Pay Day and support Latinas to close the wealth gap, the widest faced by any group in the U.S. SHENIX™ is supported by the University of Illinois System, U.S. Hispanic Chamber of Commerce, Illinois Hispanic Chamber of Commerce LatinX Incubator, Hispanic Alliance for Career Enhancement, LatinaStyle Magazine, TechRise by P33, and is a member of 1871—Chicago’s premier technology and entrepreneurship Center. Negocios Now National Hispanic Business Publication listed FARO Associates DBA SHENIX™ in its “50 Most Powerful Business in Illinois.”

**Contact:**

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**SHENIX™**

**Year Founded:** 2021

**Founders:** Olga Camargo, Patricia Mota, and Juan Carlos Avila

**Address:** Chicago, Illinois

**Phone:** 773-972-5653

**Email:** info@shenix.app

**Website:** www.shenix.app

**Mission:** Our mission is to address Latina Equal Pay Day and support Latinas to close the wealth gap, the widest faced by any group in the U.S

**Process:** 3-step financial process that includes budgeting, saving, and investing

**Services:** Educational Content  
Webinars  
Training  
Templates  
Ongoing Advisory Services  
SHENIX Tiered Pricing Structure

**Payment Plans:**





## OLGA CAMARGO, AIF®

CEO and Founder of SHENIX™ App

Areas of Expertise: Financial and Retirement & Wealth

Olga Camargo, AIF® has over 20 years of experience in the financial services industry. She is the CEO and Founder of SHENIX™, a fintech app built for Latinas and helps close the wealth gap to accelerate their economic and social transformation through culturally

compatible financial education, professionally qualified Latino/x advisors and career coaches that speak English and Spanish. Olga is also a Partner at Toroso Investments and provides investment advisory services to individuals, businesses, and nonprofits. She specializes in servicing the Latinx community. Olga is the National Board Chair for the Hispanic Alliance for Career Enhancement, served as Forbes Business Council’s Financial Services Chair (2020-21); and is a 2019 Aspen Ideas Festival Ricardo Salinas Scholar. Crain’s named her among “Chicago’s Most Powerful Latinos”. She serves on the Illinois State Treasurer’s Hispanic Advisory Council, and Illinois Latino Legislative Caucus Foundation’s Economic Development Committee. Olga earned both her Bachelor of Science in Business and Master of Arts in Language, Literacy and Rhetoric degrees from the University of Illinois at Chicago. She holds the Accredited Investment Fiduciary or AIF® designation, an ethical certification issued by Fi360, formerly known as Center for Fiduciary Studies, and the Uniform Investment Adviser Law Examination, Series 65 License.

OLGA CAMARGO, AIF® HAS OVER 20 YEARS OF EXPERIENCE IN THE FINANCIAL SERVICES INDUSTRY



## JUAN CARLOS AVILA, AIF®

**CEO and President of SHENIX™ App**

**Areas of Expertise: Financial and Retirement & Wealth**

Juan Carlos is also Co-Head of FARO Advisory (a division of TOROSO Investments) and provides investment advisory and retirement plan advisory services to clients that include: high net worth individuals, business owners, public and private corporations, public sector entities, and not-for-profit entities and foundations.

Juan Carlos has 32 years of financial service industry experience. Prior to joining Toroso, he spent 3 years as a Senior Vice President with Mesirow Financial where he co-led an investment advisory practice. Prior to joining Mesirow Financial, Juan Carlos spent 19 years at Merrill Lynch where he was a Senior Financial Advisor, Vice President, with the Private Client Group.

Juan Carlos serves as Board Emeritus for the Hispanic Alliance for Career Enhancement (HACE), Trustee for the Illinois Children’s Healthcare Foundation (ILCHF), a trustee for the Chicago Community Catalyst Fund, and a trustee for National Louis University. He received his bachelor of science degree in economics from the University of Wisconsin at Madison, and his Master’s in business administration degree from Northwestern University Kellogg School of Management.



JUAN CARLOS HAS 32 YEARS OF FINANCIAL SERVICE INDUSTRY EXPERIENCE



## PATRICIA MOTA, MPA

**Co-Founder of SHENIX™ App**

**Areas of Expertise: Career Leadership Development & Salary Negotiation**

Patricia is an innovative trailblazer, startup entrepreneur, author, connector, public speaker, and compassionate leader with a particular strength that exemplifies the mission of the Hispanic Alliance of Career Enhancement (HACE) to positively impact the workforce by cultivating the pipeline of Latinx/a/os talent and providing insight, access and support to their careers. Patricia serves as the President & CEO for HACE, leading strategy, fundraising & development, leadership programs, and expanding organizational reach on a national and international scale. Patricia is also a co-founder of SHENIX™, a Fintech tool to close the wealth gap that impact Latinas. Patricia's story of transition is one that is representative of many of the stories of those positively impacted by programs and opportunities through HACE. Patricia is a proud Mexican-American, Latina, daughter of immigrants and first-generation college graduate and professional. She is a fitness enthusiast, health and lifestyle aficionado.

Patricia has a strong history of serving in capacities that garner access to education, meaningful jobs, and advancement, also reflected by her service on various boards and accolades; serving on the Associated Colleges of Illinois, Indiana University's O'Neil School of Public Affairs Distinguished Alumni Council, Chicago Theological Seminary Board of Trustee, Illinois Treasurer Charitable Trust Board and most recently awarded the SHERO award by the Center for Asian Pacific American Women (CAPAW) in 2021, the Nonprofit HR Top Leaders to Watch in 2020, and Crain's Chicago Business Top 20 Most Powerful Latinos in Chicago in 2019.

Patricia earned a double Bachelor of Arts degree from Indiana University-Bloomington in Spanish and Communication & Culture and a Master's in Public Affairs (MPA) in Public Management from Indiana University's School of Public & Environmental Affairs (SPEA)-Indianapolis, along with executive leadership certificates from both Kellogg School of Management at Northwestern University and the McDonough School of Business at Georgetown University. Patricia is also a certified coach and Insights Discovery© licensed practitioner, and a proud 2022 World Economic Forum at Davos Delegate, 2019 Leadership Greater Chicago Fellow and 2019 Aspen Institute Festival of Ideas Scholar.



**Creating an App To Latinas Build Personal Wealth, Investment:** Growing up in a Hispanic household, Olga Camargo, a Chicago-based financial services industry expert with over 20 years of experience, knows that the power of the purse strings belong to Latinas when making financial decisions for their families. While working as a teenager at her mother's bridal shop in Chicago's Little Village community, she saw firsthand how there was little understanding of the financial and investment needs of Latinas because of a language barrier and not knowing the culture. Camargo and her business partners Juan Carlos Avila and Patricia Mota formed SHENIX™—a business and financial advisory app exclusively designed for Latinas. The app will launch this fall.

**Supporting Latino Businesses With Important Business Tools:** Hispanic Executive, a magazine that provides a platform to elevate Latino leaders, presented [an article](#) that focused on the resiliency of Latino business owners during the pandemic but still needed additional support to reach successful entrepreneurship. One of the solutions was to have a growth of online resources and lending platforms. Chicago financial industry expert Olga Camargo and business partners Juan Carlos Avila and Patricia Mota will launch in the fall SHENIX™—a business and financial advisory app exclusively designed for Latinas. While their tool is for Latinas, these founders can significantly discuss how such tools can be a significant and essential tool for Latinx owners to leap into entrepreneurship.

**Rise of Latina Entrepreneurs:** Inc. Magazine recently discusses the growth of Latina entrepreneurs called [emprendedoras](#). The article says “Latina entrepreneurs represent nearly half of all Latino businesses, which account for almost two million of all small businesses in the United States.” Chicago financial industry expert Olga Camargo saw a need to help Latina business owners become successful and developed the SHENIX™ app for that purpose. The app provides educational content, webinars, training, templates, and ongoing advisory services through a unique digital experience that prioritizes the Latinx cultural mindset. Camargo can discuss what contributes to the rise of Latina entrepreneurship and the challenges they face when growing their businesses.

**Closing the Latina Wage Gap With Resources, Financial Knowledge:** NBC News this year posted an article about addressing the Latinas, their pay wage gap and their job employment. The news has not been promising. Citing the National Women's Law Center, “Black women and Latinas continue to experience unemployment rates that are higher than white men's.” The most telling that the center reported was in its October 2020 article which stated that “Latinas are typically paid just 55 cents for every dollar paid to white, non-Hispanic men. This gap in pay, which typically amounts to a loss of \$2,425 every month, \$29,098 every year, and \$1,163,920 over a 40-year career, means that Latinas have to work 22 months to make as much as white, non-Hispanic white men were paid in the previous calendar year alone.” Chicago financial industry expert Olga Carmago, the founder and CEO of SHENIX, a business financial advisory app exclusively designed for Latinas, can talk about how such a significant wage gap hurts Latinas and their families and how she is providing a resource to help them build their wealth and knowledge.