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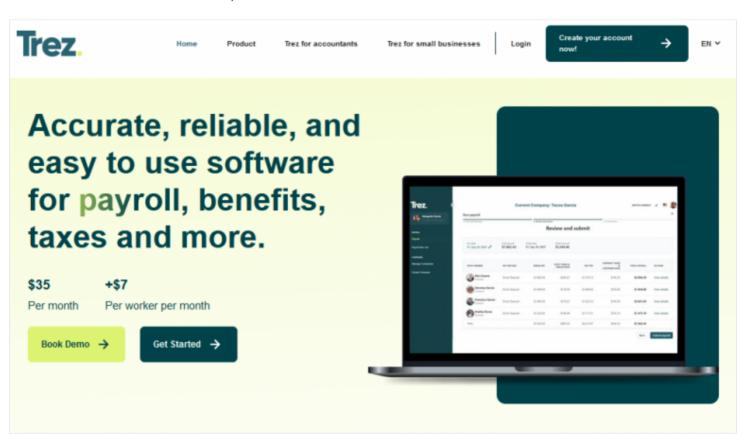
Practice Advisor

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launched and announced its board of advisors.

Isaac M. O'Bannon • Mar. 13, 2024



Trez.co, the first U.S. Latino payroll platform company in the United States, has launched and announced its board of advisors. Comprised of distinguished global executives, the board will guide and champion Trez.co in its mobilization of the company's primary market, the five million U.S.-based Latino and Latina companies, which contribute about \$2.8 trillion annually, or about 10 percent of the annual U.S. economic GDP, according to the Treasury Department.

Trez.co was selected by Techstars as one of its Featured Portfolio Companies. This initiative underscores Trez.co's commitment to driving national economic growth

through customer first payroll, benefits, and financial solutions tailored to the

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founder of Trez.com and its CEO. "This inspiring achievement demonstrates the power of national Latino conglomerates and leaders who have paved the way for Latino creators to serve the fastest-growing segment in the U.S., the Hispanics. The enthusiastic acceptance from a distinguished group of global executives sends a powerful message to the tech ecosystem that Trez is at the right opportunity to become the next Latino billion-dollar company."

This announcement comes on the heels of Trez.co's successful pre-seed funding round. Currently, Trez.co is preparing for a seed round aimed at raising \$3 million in Q1/Q2 2024. As a Techstars Portfolio Company powered by JP Morgan, Trez.co is poised for rapid growth and scaling through its unique offerings to meet the needs of Latino businesses across the U.S. states and Puerto Rico.

Trez.co Board of Advisors

Felipe Bayon: Esteemed for his tenure as CEO of Ecopetrol, Felipe has been instrumental in the leading diversified energy group in Colombia and one of the most important in Latin America, demonstrating historical financial performance. He led the transformation of Ecopetrol from an integrated oil & gas company to a diversified energy group, positioning it as a regional leader in the energy transition. Leading voice in promoting diversity, equity, and inclusion in the sector, globally recognized.

Rita Mitjans: With her experience as former head of strategy and CMO at ADP TotalSource achieving strong profitability and more than tripling the size of the business during her tenure. Rita also served as the Chief Inclusion & Corporate Responsibility Officer at ADP, brings a deep understanding of go-to-market, human resources, and corporate responsibility to the board.

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500s with analytics, business and marketing strategies to turn cultural trends and demographics shifts into profits and growth. Her clients include some of the world's most iconic brands like Johnson & Johnson, Prudential, Kelloggs/ Kellanova, GSK, UnitedHealthcare, among others. She is also a regular TV business commentator analyzing markets and economic trends in national television.

Maria Eugenia Rey Renjifo: As the former Country Manager for Lufthansa Colombia, Maria Eugenia has demonstrated her prowess in the aviation industry, ensuring operational excellence and enhancing customer experiences. Maria Eugenia brings vast corporate governance experience as she has led several boards as the chairman of the board.

Maria Rios: The CEO of Nation Waste, Maria is a testament to entrepreneurial success in America, turning her waste management company into a multimillion-dollar enterprise and showcasing the impact of Latino leadership in sustainability.

Payroll

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