



News Release

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President Bush to Nominate Top Latina Professional as SBA Deputy Administrator

WASHINGTON – President George W. Bush announced yesterday that he intends to nominate Jovita Carranza, one of the top Latina professionals in the country, as the U.S. Small Business Administration’s deputy administrator. In 2004, Hispanic Business magazine named Carranza Hispanic Woman of the Year.

Carranza, a 30-year veteran of UPS, was most recently vice president of air operations at the worldwide package shipping company. She was responsible for air operations at the company’s facility in Louisville, Ken., and oversaw the cutting edge automated package processing operation there.

Because small businesses are one of the largest customer bases for UPS, Carranza is well aware of their needs, and throughout her career, she has been actively involved in initiatives to address their requirements to help them compete in the global marketplace.

“Jovita brings great sensitivity to the issues small businesses face as well as the sophistication of being part of an organization with complex operations,” said SBA Administrator Steven C. Preston. “This combination of insight and business skills will bring tremendous value to the SBA as we strive to create a higher degree of customer responsiveness and operational sophistication to the agency.

“As part of the new leadership team at SBA, Jovita and I will work together to take the agency to the next level.”

While at UPS, Carranza also served as president of Latin American Operations and the Caribbean. Additionally, she has extensive experience in human resources management and work force planning.

In addition to her professional career, Carranza has been actively involved in community service, both in leadership and advisory capacities.

Carranza, a native of Chicago, is currently a resident of Louisville. She earned her MBA from the University of Miami (FL).

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