

**I Am the Brand.** Think of your best attributes and competitive strong points and then say it loud and proud: Look at me! “Latinas sometimes tend to be overly humble and not talk about their accomplishments and skills,” says Miguel A. Quiñones, who teaches management at Southern Methodist University’s Cox School of Business. “And as a result, they don’t get noticed as often.” Marketing yourself effectively is critical for career success since it promotes your ability to deliver results.

**HOT CAREER PATHS:**

Whether you’re a financial adviser, Web designer, or entrepreneur, branding is key for landing jobs or attracting new clients and climbing the career ladder.

**Data Queen.** The ubiquity of information is such that we all need to be savvy today, says Debbie Berebichez, chief data scientist for Metis, a provider of data-science skills training. “As Hispanic women advance professionally, they should equip themselves with the tools data science can provide,” she says. That is, learning how to use the information we have to gain insight into the world.

**BONUS TIP:** Those who can articulate data discoveries in clear, engaging ways to stakeholders will be unstoppable, says Berebichez.

**HOT CAREER PATHS:** Data scientists (which glassdoor.com ranked as the best job in America for 2016) and digital marketers are up-and-coming positions for those with the required expertise.



## THE **4** MUST-HAVE SKILLS TO ROCK NEW-ECONOMY JOBS

TO SURVIVE AND THRIVE IN TODAY’S GLOBAL ECONOMY, EXPERTS SAY FOCUSING ON THESE KEY ATTRIBUTES WILL SET YOU UP FOR SUCCESS, NO MATTER WHERE YOUR CAREER PATH TAKES YOU.

BY DAWN PAPANDREA

**Ms. Adaptability.** Be ready to change more than J.Lo switches outfits at her Vegas show! Given the complex and rapidly evolving world we live in, this is perhaps the most marketable skill there is. “Being able to see what changes need to be made, being willing to make those changes, and having the curiosity and learning agility to adapt to this new reality will take you far,” says Quiñones. Adds Berebichez: Those who take pleasure in lifelong learning will flourish.

**HOT CAREER PATHS:** From software development to energy solutions, industries that grow rapidly need professionals who prosper on the cutting edge.

**Culture Club.** Many companies are eager for a Hispanic perspective and dual-language speakers, says Berebichez. Related to that is having cultural dexterity, says Quiñones. “The ever-changing demographics of our country requires individuals who can interact with and lead people from many different backgrounds,” he says.

**HOT CAREER PATHS:** More than half of the top 20 occupations with the highest job-growth potential are in healthcare, the Bureau of Labor Statistics reports. Patient-care skills coupled with cultural awareness can fuel career advancement. As someone wise once said, “Just keep it moving.”