



Influential Businesswomen in Puerto Rico

Myrna Rivera Helps Clients Build Financial Roadmaps

BY CB STAFF

As the president, chief executive officer, & founder of Consultiva International Inc.—the only woman-owned Hispanic investment-management consulting firm in the U.S.—there is no doubt Myrna M. Rivera ranks not only among the island's, but also among the country's most influential businesswomen. In addition, her position at Consultiva Securities Inc. makes the company the first broker/dealer in Puerto Rico whose primary stockholder is a woman.

A product of public school, Rivera graduated with honors from the University of Puerto Rico with an undergraduate degree in mathematics and went on to City University of New York to earn her master's in mathematics, also with honors.

What she calls "an act of God" steered her away from a career in teaching and led her into the corporate financial world. She worked for several prominent firms in the financial industry, including Merrill Lynch and Smith Barney, where she rose to the position of senior vice president and consulting group director.

By 1999, Rivera had amassed more than enough experience in her industry to establish her own firm. Since Consultiva International's founding six years ago, the firm has grown from a modest seven-person operation to one that currently has \$2.3 billion under advisory.

Rivera says her greatest inspiration came from her parents who instilled in her a sense of wonder and gratefulness. She also is inspired by new ideas, a smart mind, and a new way



Myrna M. Rivera, president, chief executive officer, & founder of Consultiva International Inc.

Exceptional accomplishment!



MYRNA M. RIVERA, C.I.M.A.

When you relentlessly strive for the highest degree of excellence, the praise and recognition of your peers is the highest compliment possible.

All the team at **CONSULTIVA Internacional** proudly congratulates our Founder and President, **MYRNA M. RIVERA, C.I.M.A.** for her well-deserved distinction as an **Influential Business Woman in Puerto Rico.**

Thank you for your tireless dedication and commitment to fostering new frontiers and opportunities for women in the business world.

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of doing things. "When I lose all sense of time and space, I know I have been inspired," she said. Her favorite motivator is her husband Joe, whom she calls her coach and greatest fan. "He reminds me that life is short and that one must work from the heart."

Her best business advice is to have a clear value proposition and view your work as a creative process. "If you aren't inspired to do it every single day, chances are you are in the wrong place and you will make everyone miserable, including yourself." She also suggested "having a map," since it is far easier to execute a plan that is well thought out than to figure things out along the way. She also recommended making the work environment aesthetically pleasing

and inspiring.

In 2004, Rivera was named among the top-100 most influential Hispanics in the U.S. by the publication *Hispanic Business*. She was the recipient of the "2005 Joyce Johnson Award" granted by the National Association of Securities Professionals and the "2005 Highest Leaf Award" granted by the Women's Venture Fund.

When she isn't busy crunching numbers, defying stereotypes, or fulfilling a speaking engagement, Rivera is spending quality time with her husband, taking in the island's natural beauty from their Caimito home or entertaining family and friends. Aside from her work and her family, Rivera loves music and many forms of the arts. ■