

Armando Enrique Zumaya has been in fundraising for 36 years in a variety of roles that have given him a unique perspective on all aspects of development offices, fundraising culture and Latinx in the US nonprofit world. He founded Somos El Poder because of his experiences of his long career in development, his success in teaching fundraising and a deep pride in his Chicano heritage.

He is a noted expert on Latino Major Giving and all aspects of fundraising with the Latinx community. He has direct experience raising five, six and seven figure gifts from Latinx. He lectures and writes about the Latinx experience in the nonprofit world. His work includes direct experience raising five, six and seven figure gifts from Latinx in the US.

He has spent the bulk of his fundraising career as a Major Gift, Leadership Gifts and Annual Fund Officer on two \$1+ billion dollar campaigns at Cornell University and the University of California, Berkeley.