

# Berta M. Montoya

Sr. Associate, Business Development – New York Life



Berta Montoya is a Senior Associate in New York Life's Latino Market division. As a Senior Associate, she heads New York Life's local team and supports the company's Latino Market Initiative. In this role, she recruits talented bilingual professionals and provides them with the training and resources needed to start and have a successful career with New York Life. Additionally, she brands and markets New York Life to the Latino Community by creating financial literacy programs with community partners.

Ms. Montoya's role provides her with the flexibility to identify who within the Latino community to invest in, usually targeting organizations that incorporate the same values, pillars and beliefs as New York Life.