The Adelante business resource group at JPMorgan Chase has been recognized as the best of its kind by the U.S. Hispanic Chamber of Commerce. It eclipsed more than 80 other corporate hopefuls to take the top spot.

"It's gratifying to see great work get the recognition it deserves," says Pat David, head of Global Diversity. "Adelante is truly building value for this company."

Adelante focuses on supporting professional development and leadership opportunities for Hispanic and Latino employees at the firm; recruiting and retaining top talent; and helping the bank better serve Hispanic and Latino customers.

The group's activities and achievements include:

- Partnering with executives and the National Council of La Raza, the largest Hispanic civil rights and advocacy organization in the U.S., to develop the new reloadable Chase Liquid card to meet the Hispanic community's needs.
- Working with elected officials as part of Government Relations' Ambassador Program, and with leading nonprofits in partnership with the JPMorgan Chase Foundation and the bank’s Volunteer Leadership Groups.
- Supporting the strategic recruitment, retention and development of Latino and Hispanic talent through active participation at conventions and internal career expos.
- Providing networking opportunities across the company for Adelante members, including new chapters in southern California, Arizona and Brazil.

One in five bank employees in the U.S. is of Hispanic or Latino descent—a key factor in helping Chase serve this market effectively, says Gordon Smith, co-CEO of Consumer & Community Banking and Adelante's executive sponsor.

Members' insight has been "invaluable in helping us design products and services" tailored to the rapidly growing Hispanic market, Smith adds.

The market's growth is outpacing that of all other ethnic groups in the U.S. Hispanic buying power topped $1 trillion in 2010, and is expected to reach $1.5 trillion by 2015—greater than many nations' entire economies.