



## Rossy Castillo-Almonte

Rossy Almonte spent three years as a stay-at-home mom before launching Agenso Group, a bilingual virtual assistant company, where she is currently chief executive officer. Through her tenacity, persistence and strong resolve, Almonte achieved a measure of success in a short period of time and has been featured on Latin Vision Entrepreneurs and La Cosmopolatina.

It has been a long road for this Dominican Republic born native to her current vision of empowering small businesses with the ability to service the Hispanic community, the fastest growing marketplace in the U.S.

Fresh out of college and eager to join the workforce, Almonte came to New York in 1998 and immediately and avidly began seeking employment. She sent out hundreds of resumes each week and eventually landed her first job at Macys as a seasonal Clinique sales clerk, stocking and organizing merchandise.

Almonte envisioned a different picture than retail however, and seeking to develop her business portfolio, left that position shortly after to join Sodexo's customer service division, where she was later promoted to conference center meeting planner.

It was an encouraging step for her and this propelled her to join American Management Association, where she served as an Events Management Coordinator. She was later promoted to a management position, which in turn opened the doors for her entrance into the Conference Planning industry.

Between business trips and executive responsibilities, Almonte's career was definitely on the rise, but with the arrival of her son her priorities shifted. She therefore took a three year break from the workforce to become a stay at home mother.

During the three years at home with her son, the concept of Agenso Group was born, stemming from the culmination of all that Almonte learned in the workforce and her knowledge of the Hispanic marketplace.

Among key benefits Almonte seeks to provide companies via the Agenso Group brand, is a leveraged business presence into the Hispanic marketplace at low overhead costs.

The most recent U.S. Census for 2010 shows the Hispanic community as the fastest growing demographic today and experts predict an even higher surge among this demographic in upcoming years. Yet, a number of businesses are unable to service that market due to language barriers and a lack of cultural knowledge. Agenso Group aims to fill in the gap and provide unique solutions to such businesses.

Almonte holds a Bachelor's degree in Hotel Management from the University of PUCMM, Dominican Republic, and has completed Conference Management and Marketing programs at New York University. She currently lives in New York with her husband and three children.