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**Jackeline Velez, MBA – 2021 20 Under 40 Top Influencer**

**Director, U.S. Hispanic**

**Xero**

<https://xero.com>

## Career highlights:

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Jackeline was appointed to be the first Director, U.S. Hispanic Market at Xero in 2020. Jackeline has grown the new channel from the ground up, which aims is to help LatinX advisors and small businesses break down barriers to understand the power of the Xero platform. The team provides support across Xero's communities with a strong Hispanic-owned business presence by providing resources such as translated content, training and events. Outside of work, Jackeline enjoys movement practices including yoga and calisthenics. She practices meditation daily and is an advanced student of Dr. Joe Dispenza. She has a 13 year old poodle named Genesis.

[See all of the 2021 "40 Under 40" honorees.](#)

Accounting

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