

Choice's Sally Bartas named one of ALPFA'S 50 Most Powerful Latinas

Bartas was recognized among leaders at top companies and organizations inspiring change in their field.

Sally Bartas, chief talent and culture officer of Choice Hotels International, was named one of the 50 Most Powerful Latinas in 2024 by the Association of Latino Professionals for America, joining an esteemed group of trailblazing leaders making critical contributions across various industries.

Bartas was recognized in the changemaker category for leading and inspiring change in hospitality and making a significant impact in the broader field of culture and talent, ensuring a more inclusive future for all.

"This year's Most Powerful Latinas are more than just leaders; they are catalysts for change and symbols of possibility for our community. Their impact is felt in boardrooms, within tech innovation, and through transformative entrepreneurship, reflecting the vibrant and undeniable force of Latinas driving today's economy," said Jennylee Ramos, COO of ALPFA.

View the full list of Most Powerful Latinas [here](#).

Bartas joined Choice in 2022. In her newly created role, she has strategically expanded Choice's talent programs and forward-thinking HR strategies and has guided Choice's diversity, equity and belonging initiatives. Under her leadership, Choice has received numerous recognitions as one of the top employers, including TIME's "[World's Best Companies of 2024](#)."

Additional assets available online:  [Photos \(1\)](#)

<https://stage.mediaroom.com/choicehotels/2024-10-02-Choices-Sally-Bartas-named-one-of-ALPFAS-50-Most-Powerful-Latinas>