



Fred Sotelo

Fred Sotelo has founded and successfully led a variety of companies in diverse sectors over a 30-year business career. An entrepreneur often described as ahead-of-trends, he credits his keen interest and curiosity on all things tech to his early business success

which has led him to lead companies and projects in emerging technologies, including in the entertainment, renewable energy, production, manufacturing, distribution and marketing sectors. "Most of my entrepreneur endeavors I have been an early adopter or outlier. What I have learned is you have to be aspirational, build a team of smart people with a shared passion and create plan that you can work in order to get the results you desire."

Sotelo is President and Chief Executive Officer of Tolteca Corp an independent distribution, marketing and logistics company and Co-Founder of Cerveza XTECA, a Latino owned Craft Beer and Coffee Company based in San Diego, CA . Cerveza XTECA Original, a Mexican American lager in 2018 was established. XTECA has become a craft beer success story in a crowded beer market while simultaneously working its way around retail off-site and on-site for large big box retailers like Walmart, Barons Market to Mom-and-pop stores throughout the southern California footprint including San Diego, Riverside, Los Angeles, Santa Clara, San Francisco, and Imperial counties with market expansions planned into Arizona and Nevada.

Previous roles have included COO in the emerging renewable technologies sector. He co-founded Global Source Energy [GSE] with Retired Admiral Jose Betancourt, a business focusing on renewable energy, green building, construction management, and project development. Fred explained, "I've always been fascinated by the development of, and uses of emerging technologies to improve our quality of life and maximize efficiencies. I view the possibilities of new technologies in our day-to-day lives as the new 'optimal currency' to begin to address the inequalities and needs facing our communities. When I co-founded, GSE, we focused on harnessing the best technologies, talents and solutions to contribute to this new era of sustainable growth." he concluded.

Prior to this, Sotelo was the founder and CEO of Toltec Media™ a strategic marketing, branding, and promotions firm with enterprises focusing on Urban Latino segments and online solutions utilizing net root 3.0 social networks, guerrilla, and cause-related marketing partnerships. Toltec Media created, managed, and executed targeted campaigns for corporations [SPRINT, STATE FARM, US BANK, MGM MIRAGE] and non-profit clients (UNIDOS US/NCLR, LULAC, CAHCC, NSHMBA, CHCI) in the top 20 U.S. Latino markets.

In the mid-nineties, Sotelo was one of the early dotcom pioneers when he founded Viva Hollywood.com, the early web's first recognized Latino entertainment portal fusing content, technology and media applications. Sotelo's other media interests and business properties included: Universal Promotions, a concert and special events company; TMG, an exclusive Latin Hip Hop label distributed by Universal Music Group – Fontana; Toltec Clothing, distributed by Giant Distribution and the nation's largest indoor Super Custom Car Show.

Sotelo is a nationally recognized expert in branding and marketing for Latino and multicultural segments. He is a contributing writer, trainer, and speaker on Latino and Urban market trends, social media applications, entertainment, social entrepreneurship, and leadership topics.

Fred Sotelo has dedicated time, knowledge, and resources volunteering and this commitment began in his college years at SDSU, where he founded TRIBE [Training Right in Business Education], a youth mentoring, empowerment, and training program that served the most vulnerable high school students in the neighborhoods of southeast San Diego. Sotelo's personal commitment and passion for giving back to the community and mentoring at-risk youth continues to be important to him. He has continued on this path most recently as the Chairman of the Board of Governors of the YMCA of San Diego County. He is a past Chairman of the Jackie Robinson YMCA, and a Mayoral appointee to the City of San Diego Gang Prevention & Intervention Commission.

Sotelo is married to Linda Caballero and he enjoys spending time with their four children, Briana, Ciara, Isabella, and Diego. He enjoys skiing, collecting, and restoring one of a kind 80's BMX bikes and classic cars. He may be reached at Fred@toltecacorp.com LinkedIn: #FredSotelo

Sotelo Media:

Meet Fred Sotelo Article

<http://sdvoyager.com/interview/meet-fred-sotelo-cerveza-xteca-barrio-logan/>

Who's behind Cerveza XTECA

<https://www.sandiegoreader.com/news/2019/mar/21/beer-who-behind-cerveza-xteca/>

Latin Hollywood Influentials: Thinking of Breaking into the Entertainment Industry?

<https://www.lowrider.com/lifestyle/entertainment/0908-lrmp-latin-hollywood-influentials/>

Vivahollywood Overview 2000:

<https://www.youtube.com/watch?v=MEDeq6WKAoA&t=20s>

Abrazo Award Recognition: <https://www.youtube.com/watch?v=YGeuzziWAIIs&t=2s>