
◀ HISPANIC HERITAGE MONTH ▶

At RNDC, we offer an inclusive and strong family culture that respects the diversity of our associates and business partners. From September 15 – October 15, we will highlight our Hispanic colleagues who have a story to tell about their Hispanic Heritage.

Name: John Rodriguez
Title: Division Manager – Category Services
Location: San Antonio, Texas
Date of Hire: January 2006



What traditions or elements of your heritage make you most proud?

I recall reading an article about the Five F's of the Hispanic culture. The first F is "Familia". Family is the most important to me because family goes beyond your parents and siblings. It extends to include all those who you treat as family. All those who become your family. Many times, at a fiesta, which by the way is the second F, I've paused to look around the room and thought what a blessing this is. I'm proud to be Hispanic.

What does "Adelante" mean to you?

Adelante to me means to move forward with purposeful intention.

What advice would you give someone who is attempting to move forward in the face of adversity or challenges?

Stay true to who you are. Make decisions and take actions that are consistent with your goals and values. Keep focused on your objectives and manage the adversity and the challenges before you. Most importantly, be clear about what you want and take the deliberate actions necessary to achieve those goals and outcomes.

Tell us about a person who has helped you move forward in your life/career?

There are too many to list. Too many that have pulled me out of my comfort zone. Too many that forced me to think "outside the box." Too many who finished a request with, "I know you'll find a way." I've been beyond fortunate to work with so many intelligent individuals, on so many great teams, with so many inspirational mentors.

Looking forward, what vision do you have for your future and how is your culture part of that vision?

Family will always be at the forefront. I look forward to traveling. One of my goals in life is to keep close bonds with distant relatives. I hope to be able to share my passions and experiences with them. I want to be able to celebrate with them through their successes and support them through their challenges.