
◀ 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: Jesse Cantu

Title: Statewide Diamond Division Manager

Location: Grand Prairie, Texas

Date of Hire: June 2020



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

Family and respect for others without a doubt, Family or “Familia” means more than just parents and siblings; it means a strong relationship that instills the importance of honor, good manners and respect. Another great tradition is when we gather together to celebrate holidays, birthdays, baptisms, first communions, graduations and weddings.

What does “Adelante” mean to you?

“Adelante” to me means to keep moving forward or to stay ahead and challenge yourself.

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

Pick a lane you enjoy and keep moving forward through the hills and the valleys and always keep those who support you close, nobody does anything great by themselves.

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

Two people. First, my mother. Growing up in a single-mother household taught me the importance of hard work and owning your success. Second would be my wife, Brenda. She has been an unmeasurable amount of support for me as we moved across several states for my career.

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

The vision I have for myself is to continue to grow as a leader in the wine industry and encourage other Hispanic young people to move forward in their respective industry.

