

# LOS ANGELES BUSINESS JOURNAL

## NEWSMAKERS

By LABJ Staff Reporter

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## NON-PROFIT

Para Los Ninos, an educational and family social services organization in downtown Los Angeles, has named Matt Kestian, Pedro Marti, Victoria Rusnak Pearson, R. Christine Hershey and Francisco Pinto to its board.

Kestian is southwest district chief technology officer for Microsoft Corp. Marti is senior vice president at Well Fargo. Rusnak Pearson is president of Rusnak Auto Group, a group of car dealerships. Hershey is founder of Hershey Cause Communications, a Santa Monica brand design and marketing firm. Pinto is a news anchor for channel Univision 34.