Madeleine Tapia is a first-generation Mexican American and has been an entrepreneur most of her life. She is the founder and current President of Alterna Sin Fronteras. She created and developed the Alterna Sin Fronteras cross border digital bank account program which provides financial inclusion for immigrants, the Latino community more broadly, and their unbanked families abroad. The Alterna Sin Fronteras program incudes an affiliate program which is designed to generate revenue for the Hispanic community-based organizations that support Latino immigrants and families in the U.S. and Mexico. She also is one of the founders of Teletienda Network, Inc., dba MercadoVision an innovative in-store community TV network for Hispanic retailers designed to support the Alterna program. She led the negotiations and managed strategic relationships to bring leveraged coverage through relationships such as BAHU who processes for Pathward Bank, First Data, Western Union, Mastercard, United States Mexico Chamber of Commerce and the United States Hispanic Chamber of Commerce. She contracted with over 30 large distributors for Alterna to include El Concilio California, the California Hispanic Chamber of Commerce, and the Catholic Diocese of Puerto Rico. She also developed Alterna's patent pending process for cross-border digital account registration for U.S immigrants and their families.

Ms. Tapia founded Global Payment Solutions, LLC ("GPS") in 1996, and has worked in emerging payment technologies for the last 29 years. Under Ms. Tapia, GPS developed relationships with both government and corporate clients. She represented GPS on the NACHA's Electronic Check Council, which is responsible for setting regulatory guidelines for the electronic payments industry.

Ms. Tapia worked in the legal field for 15 years, specializing in intellectual property and legal issues relating to the Hispanic community in California. She also served as administrative clerk/judicial assistant for the U.S. Ninth Circuit Court of Appeals in San Francisco. She also created and owned French Basque restaurants and delicatessens throughout the San Francisco Bay Area such as the infamous Basque Hotel and Restaurant.

Ms. Tapia created the nonprofit Save Our Children in 1983 whose mission was to educate communities nationwide on child sexual abuse. And she ran programs for 20 years through that foundation to include a national program with the United States Jaycees and Tony Robbins. She is on the Board of Kinship Academy which is a school and center for children on the autism spectrum. She created and ran for 10 years the nonprofit The Caballo Foundation whose mission was to rescue horses and train them for equine therapy for children on the spectrum and women survivors of domestic abuse and trafficking, She attended New College of Law and Santa Clara University and is an alumni of the Stanford Latino Business Action Network (LBAN).