

Rosalinda Martinez, **Community Strategy Director, Texas at AARP**

Rosalinda Martinez is a social impact strategist on a mission to help organizations create real social impact and lasting positive change for the ultimate good of serving individuals and communities in need. Her experience in bringing together communities and philanthropy through an equity lens has resulted in countless programs that have propelled brands' mission forward.

Rosalinda currently serves as the Texas Community Strategy Director at AARP, the nation's largest social impact organization. AARP is a nonpartisan organization with 38 million members nationwide and more than 2.4 million members in Texas dedicated to empowering people 50 and older. In her role, Rosalinda leads and manages AARP Texas' social impact strategy including outreach, communications, and advocacy campaigns towards improving the quality of life for older Americans across Texas. Rosalinda is charged with directing the nonprofit's community strategy, partnerships, philanthropic giving, volunteer programs and local advocacy. The strategy has resulted in AARP Texas' being ranked #1 in the nation for its community engagement strategy, including a multi-channel integrated campaign with numerous sports partnerships across the state including the Houston Astros, Texas Rangers and other prominent sports teams. She also leads the Hispanic/Latino strategy ensuring access to resources and programming that are inclusive of the needs in our region.

Prior to her role at AARP, Rosalinda served as the Vice President of the Houston Hispanic Chamber of Commerce, the largest Hispanic Chamber in the United States. As Houston's demographics shifted, Rosalinda saw the opportunity to train the young leaders of tomorrow. She played a key role at the Houston Hispanic Chamber of Commerce in starting the Emerging Leaders Institute, an initiative to connect and develop young professionals. At the Houston Hispanic Chamber of Commerce, Rosalinda has conceptualized and developed programs to align with corporate community strategies. In her role at the Chamber, she also managed operations for the Greater Houston Hispanic Chamber of Commerce Foundation. She holds a Master of Business Administration with a concentration in Leadership from the University of Houston – Downtown and B.A. in Communications and Spanish from the University of Houston.

Most recently, Rosalinda was recognized as a Houston Business Journal 40 Under 40 Honoree, recognized by the Institute of Hispanic Culture as a Hispanic Community Leader, and named Young Philanthropist of the Year by the Latino Learning Center - honoring COVID-19 Heroes. She also received the Diversity, Equity & Inclusion award on behalf of the Greater Houston Women's Chamber of Commerce for her community work to help communities of color in Houston. Rosalinda was appointed by Harris County Commissioner Adrian Garcia as Co-Chair for the Harris County Senior Care Facility Task Force to address challenges faced during the COVID-19 Pandemic. She is a proud Board Member of the Houston Arts Alliance and Kids' Meals, serves on the Equity Task Force of Houston 2036, is a Leadership Houston Class XXXVIII member,

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Founding Board Member for FitHouston, Committee Member for the Hispanic Association of Colleges and Universities Lanzate Program and community volunteer with local non-profits and organizations aimed at keeping Houston a region of opportunity.

Rosalinda has extensive experience in Event Strategy, Campaigns, and Public Relations working with corporate companies, non-profits and foundations. Rosalinda has led the Hispanic/Latino outreach for the largest non-profit in the US, the largest Hispanic Chamber of Commerce, and the U.S. Department of Commerce.