



The Leader of Houston's New Majority®

March 15, 2023

To Whom It May Concern,

I am writing this letter to recommend Rosalinda Martinez for the HBJ 40 Under 40 Award. I have known Rosalinda for over a decade and have seen her grow professionally. Prior to her role at AARP, Rosalinda served as the Vice President of the Houston Hispanic Chamber of Commerce. Rosalinda's dedication to the community was evident since I first met her doing community relations for the US Department of Commerce. She quickly took her relationship building skills and became an essential part of the Houston Hispanic Chamber. Rosalinda became instrumental in helping launch the Greater Houston Hispanic Chamber of Commerce's Foundation – Emerging Leaders Institute, a program designed to identify, develop and empower emerging leaders.

Rosalinda distinguished herself as a key employee at the Houston Hispanic Chamber of Commerce during her 8 year tenure. It has been a pleasure to see her develop professionally during that time. Prime example of that include her earning her MBA from the University of Houston-Downtown, and being promoted every 2 years that ultimately led her to becoming our Vice President. Managing our small team of 10 was an integral part of her role along with engaging our volunteers and community partners. As her supervisor, I often found ways to challenge her especially when I felt she already mastered a particular assignment. Over time, her enthusiasm for change and new ideas were welcomed and embraced.

My leadership style includes establishing a high bar for employees, individually and collectively. Rosalinda was instrumental ensuring that she and our team met those high expectations and provided resources to our team which led us to many milestones, awards, and recognition.

Above all, I most appreciated Rosalinda's loyalty and dedication to the Chamber and to me professionally and personally. Her ability to anticipate the needs of our organization were much appreciated and is a trait that she exhibited regularly.

During my 15 year tenure as President & CEO of the Houston Hispanic Chamber of Commerce, many employees have made significant contributions to the organization. Rosalinda Martinez led with enthusiasm, drive, and focus. For that and so much more, I write this letter of recommendation with the highest regard for her professionally and personally. I am proud to see that she continues her work in the Houston region as an advocate for the Hispanic community, and now older adults. I believe she merits consideration of the HBT 40 Under 40 Honoree.

Sincerely,

Dr. Laura G. Murillo
President & CEO
Houston Hispanic Chamber of Commerce

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