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Amplify Latinx Announces First Executive Director

Non-partisan MA-based organization empowering Latinx leaders to build economic and political power hires Rosario Ubiera-Minaya

Boston, MA- Amplify Latinx announced Rosario Ubiera-Minaya as the first Executive Director for their non-partisan social venture focused on building civic engagement, leadership representation, and economic opportunity in the Massachusetts Latino community.

Rosario comes to Amplify Latinx with over 25 years of experience working and advocating for systemic change, social justice, and equity on behalf of the Latinx community in the areas of education, housing, voter engagement, public health, and the arts. Rosario is a leader, community activist, and social entrepreneur originally from the Dominican Republic. She has successfully developed and implemented community engagement initiatives that have made impactful contributions to the social and economic wellbeing of the Latinx community.

Through her firm, Cojuelos' Productions, Rosario has worked with Beyond Walls, Peabody Essex Museum, ArtsEmerson, Metro Credit Union, Creative Collective, Pathways Inc., and the Hamilton Hall to develop innovative, diverse, and culturally oriented programming including high-end special events. Most recently, Rosario's vision led to what is today the *PUNTO Urban Arts Museum* in Salem, an outdoor collection of public art that serves as a vehicle to start breaking down the socioeconomic and invisible divides that exist in low-income communities of color.

Her prior experience includes Marketing and Promotions Manager for Telemundo-Boston, Program Director for the Peabody Essex Museum, Executive Director for the Salem Education Foundation, Director of Outreach and Enrollment for North Shore Community Health Inc., and Chief Program Officer for North Shore CDC.

"I am committed to Amplify Latinx's mission and motivated to lead this outstanding organization into its next phase of growth. I'm embracing this opportunity to collectively implement the strategic direction of the organization, to ensure that the future of the Latinx community is one of access and opportunity, with empowered leaders driving much-needed change." said Rosario.

Rosario's hiring comes as Amplify Latinx transitions from a founder-led organization to a board-managed non-profit tasked with implementing a strategic growth plan to expand its reach across Massachusetts and develop the premier Latinx power coalition for the Commonwealth.

"Rosario's skillful experience engaging the Latinx community in the North Shore, together with her leadership and vision in building partnerships will guide our efforts as we build the Latinx power coalition in Massachusetts." said Eneida Roman, Co-Founder.

"We are thrilled to bring Rosario on as our first Executive Director to lead the organization that is one of the Commonwealth's most influential conveners and connectors in the Latinx community." said Betty Francisco, Co-Founder.

About Amplify Latinx

Amplify Latinx is a non-partisan, collaborative movement whose mission is to build Latinx economic and political power by significantly increasing Latinx civic engagement and representation in leadership positions across sectors. The organization was founded by the Latina Circle, a Boston-based network that is advancing Latina leaders across industries into positions of power and influence. Learn more at amplifylatinx.co and follow Amplify Latinx on [Facebook](#), [LinkedIn](#), [Twitter](#) and [Instagram](#).