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**Links:**

- [Photos of MANA de San Diego](#)
- [Headshot of Inez González Perezchica](#)

**MANA de San Diego's New Executive Director Returns to the Organization with a Vision to Expand Social Equity for Latinas**

*Binational community leader Inez González Perezchica brings expertise in education, policy and media to Latina organization*

**SAN DIEGO, June 22, 2020** – [MANA de San Diego](#), a nonprofit that empowers local Latinas through education and leadership development, announces Inez González Perezchica as its new executive director. Perezchica has been with the nonprofit as a volunteer for more than two decades, previously serving on the organization's board in a variety of leadership roles.

"In light of recent events, I am reminded of MANA de San Diego's core pillars of community service and advocacy, and the impact we can make when we all work together," **says Perezchica**. "In my new role, I will ensure we reach out to the San Diego communities that will most benefit from MANA's educational and leadership development programs, and expand our impact. With one in four Latinas living below the poverty line and 50 percent close to poverty, it will be crucial to raise our members' voices to demand equity for Latinas. We can do better – and we will."

In Perezchica's first month, she will meet with community leaders and members to inform what comes next for MANA de San Diego. She plans to expand the organization's flagship [Hermanitas program](#), connect with more local employers for paid internship and job opportunities for members, and spearhead new ideas that meet the community's needs.

"With Inez's long track record in Latino education and policy, she is well positioned to take our organization to new levels of success," **says Venus Molina, board president of MANA de San Diego**. "Her longstanding history with our organization benefits MANA daily as we strive to tell a more complete story about the impact our organization has on its members, as well as the advocacy we do for the San Diego community at-large."

Under Perezchica's leadership, MANA de San Diego aims to raise \$2.5 million in the next three years to deliver programming in innovative ways, recruit members, and equip more Latinas with the resources and skills they need to pursue higher education and positions of leadership.

Perezchica brings decades of experience in the government, media and education sectors with a Latino focus. In her last role with California State University, Fullerton, she spearheaded a workforce-preparedness program to develop U.S.-Latino cultural competencies through classes, research and a broad spectrum of educational opportunities. In addition, she created thriving media policy programming, secured national foundation support, and spearheaded studies on hate speech and related public campaigns with the National Hispanic Media Coalition.



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She is a fellow of Hispanas Organized for Political Equality Leadership Training Institute and the National Hispana Leadership Institute, and is a LEAD San Diego alumna.

“Inez brings an exceptional combination of energy, sensitivity and proven leadership to the challenges Latinas face every day – especially in times of crises,” **says Molina**. “We couldn’t be happier to welcome her back to the MANA de San Diego *familia* as executive director.”

MANA de San Diego has served as an educational and cultural hub for local Latinas since 1986. The organization offers unique programs including one-to-one mentoring for middle and high school students, a structured leadership program for professionals, and a scholarship program for exceptional scholars pursuing higher education. The organization has received national acclaim from Girl Scouts of America, the National Hermanitas Summer Institute and other school-based initiatives for its mentorship program curriculum.

**For interviews with MANA de San Diego’s new executive director Inez González Perezchica, contact Angela Elo-Rivera at [Angela@Trackspr.com](mailto:Angela@Trackspr.com) or (619) 254-3818.**

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## **ABOUT MANA DE SAN DIEGO**

Founded in 1986, MANA de San Diego is the largest chapter in the nation with more than 2,500 members and supporters, the majority of whom are professional women. MANA’s mission is to empower Latinas through education, leadership development, community service, and advocacy. This is accomplished through Hermanitas® Youth Leadership Mentor Program for at-risk Latina students; The MANA de San Diego Scholarship Program; and educational and professional development programs such as the Latina Success Conference and Leadership Program. Through these programs focused on education, leadership, health, economic opportunity, and professional development, MANA has successfully engaged and impacted more than 15,000 Latinas. MANA has more than 400 annual volunteers who are critical to MANA’s success by coordinating its programs and activities, recruiting committee members and program participants, and reaching out to the community to raise support and awareness of the organization. For more information, visit [www.manasd.org](http://www.manasd.org).