

Norma G. Jasso – Bio MANA SD 2022

Norma Jasso has been a MANA de San Diego member for over 25 years. Her involvement with MANA de San Diego includes serving on the Board of Directors, Scholarship Committee, Hermanitas Leadership Team, and she is the creator of the Tias Program, which is now a core component of MANA de San Diego's programs.

Norma maintains an unwavering commitment to equity and social upward mobility for underserved communities. She is a Board Director and Treasurer of the Kim Center for Social Balance - an organization accelerating fair environments for women and other marginalized genders to succeed at work. Norma is a graduate of HOPE's Leadership Institute – a non-partisan organization, dedicated to furthering the education and participation of Latinas and all other women in the political process.

In her professional life, Norma has expertise in policy, strategy, finance and regulatory compliance with 23 years in the energy industry and 10 years in the non-profit sector. She is President of La Esperanza Development Company; a multi-family housing business established by her parents in 1979.

Norma and her husband of 36 years, Samuel, raised three daughters and now enjoy time with their first grandson.