



**MANA**<sup>®</sup>  
DE SAN DIEGO  
A National Latina Organization



Dr. Inez González Perezchica is the Executive Director at MANA de San Diego, empowering Latinas through education, leadership development, community service, and advocacy. Since 1986, MANA de San Diego has been working to empower Latinas through education, leadership development, community service and advocacy. As the largest chapter of a national Latina organization and stand-alone entity, MANA de San Diego takes a unique and innovative approach to providing resources for Latinas to overcome barriers to upward economic and social mobility. In 35 years, the local organization's programs have reached over 21,000 Latinas and create systemic change for their families and communities.

Prior to her Executive Director role, Dr. González Perezchica was the Founding Director of the Latino Communications Institute (LCI) at Cal State Fullerton. The LCI is a workforce-preparedness program supporting primarily first-generation college students. It was through the LCI that Dr. González Perezchica developed her understanding of the key role institutional agents can have on the success of first generation college students.

Dr. González Perezchica gained her media and entertainment expertise during her nine-year tenure at the National Hispanic Media Coalition (NHMC), with her last years there as the Executive Vice President. Her accomplishments at NHMC include creating a thriving media policy program; securing national foundation support; and spearheading the groundbreaking studies on hate speech and related public campaigns.

She is a LEAD San Diego alumna ('01), a fellow of Hispanas Organized for Political Equality (HOPE) Leadership Training Institute; the Women's Policy Institute a program of the California's Women Foundation and the National Hispana Leadership Institute (NHLI).

Dr. González Perezchica has a Bachelor's degree in Computer Science from the University of San Diego; a Master's degree in Organizational Management from the University of Phoenix; a Master's degree in Public Administration from Harvard University's Kennedy School of Government; and a Doctoral degree in Education Leadership from Cal State Fullerton.

Proud to be a binational citizen, Inez was born and raised in Tijuana, Mexico.