



**Astrid Chirinos** is a bi-lingual visionary and multicultural trailblazer who brings together diverse communities and engages them for the purposes of connecting their contributions, stimulating transformation and igniting economic growth. Astrid currently serves as the Executive Director of the Simmons YMCA in East Charlotte and was recently recognized as a top 60 influencer in North Carolina. Astrid also serves on the Governor’s Advisory Council on Latin American/Hispanic Affairs.

Prior to her work at the YMCA, Astrid was the Chief Development Executive of the Latin American Economic Development Corporation (LAEDC). After her successful tenure as President of the Latin American Chamber of Commerce of Charlotte (LACCC) that she helped established 20 years ago, Astrid led efforts for the past two years to repurpose the LACCC Foundation into an economic development entity in order to provide the channels to support the sustainable growth and prosperity of the Latino business community and help them engage in the community and “belong” in our region. Her focus is to create new, or strengthen existing Economic Development Projects and Latin American Chambers of Commerce with robust platforms of leadership and talent development programs and strategic community development partnerships that connect their contributions. In her current role, Astrid’s focus is to build capacity, economic opportunity, leadership, talent development programs, and asset building to *accelerate* the success and economic mobility of the Latino business community in the Piedmont Atlantic region. Under her Leadership, the Latin American Chamber of Commerce of Charlotte was recognized as the *2014 Best Hispanic Chamber (Medium Size) in the USA* by the US Hispanic Chamber of Commerce in Washington DC

Astrid has lived in NC for 37 years. Prior to her current position, she engaged as a professional and entrepreneur in Multicultural Marketing and Multicultural Workplace Strategies for 15 years with her company *Diverso Global Strategies*. Her efforts provided for Fortune 500 Companies and large non-profit organizations the Cross-Cultural Competency, Multicultural Marketing, Action Plans, Outreach, Talent Development, Acquisition and Retention strategies to effectively align our 21st century workplace. She was also a licensed financial advisor at Merrill Lynch and has worked in the Corporate Communications, Public Relations and Marketing fields for over 15 years in the Research Triangle Area and the Charlotte Region.

Her passion and accomplishments towards the importance, impact and results that inclusion, innovation and the value of differences can generate in our economic growth, our communities and workplace have been recognized by several local, statewide and national awards in both

the business and in the diversity arenas. She was founder and partner in companies focused in Talent Realignment and in the Sustainability industries as well.

Her accomplishments and impact were already recognized in Jan 2017 as one of the **50 Most Powerful People in Charlotte** by Charlotte Magazine. In May 2014 as one of the **50 Most Influential Women in Charlotte** by the Mecklenburg Times and in September 2013 by the **NFL Hispanic Heritage Leadership Award**. In May 2013 she was recognized by the **Johnson C. Smith University Presidential Citation**, for her efforts bridging opportunities and workplace disparities for Latinos and African Americans in our region. In 2012, Astrid was named one of Charlotte Business Journal's **25 Outstanding Women in Business** and in 2003 was also the recipient of the **Charlotte Business Journal Catalyst of Diversity**. The same year she received **La Noticia's EXCELENTE Business Woman of the Year Award**. In 2006 the **NC DIAMANTE Business Woman of the Year Award** and the **Community Engagement Woman of Distinction Award** by the Girl Scouts Hornets Nest Council and 2009 she received the **YMCA Spirit Award** and the **National Practitioner of the Year Award**. In 2010 she was the recipient of the **Maya Angelou "Women Who Lead" Award** and the **Urban League's Whitney Young Jr.**

She currently serves on impactful non-profit boards such as *YMCA Metro Board, Community Building Initiatives Board, Centralina Economic Development Commission, Communities In Schools, Johnson C Smith University Board of Trustees* and has led or served on many other community boards in our region such as the Charlotte Mayor's International Cabinet, the Charlotte Chamber of Commerce, the Workforce Development Board of Mecklenburg County, the Latin American Chamber of Commerce, The Levine Museum of the New South, The NC Center for Public Policy and the Knight Foundation among others. Astrid also was one of the initial CMS 16 Member Community Leaders Taskforce created in 2006 to help reevaluate the Structure and Governance of the school system in Mecklenburg County that resulted in the formation of today's MeckEd organization.

Astrid is a graduate of the McColl Center Innovation Institute and from the Leadership Development Institute from Community Building Initiatives. Her country of origin is Caracas, Venezuela and she is an honors graduate from St. Mary's College and North Carolina State University in Raleigh, NC. Astrid has been a speaker, panelist and interviewee in a variety of local, national and international programs and conferences.