



FOR IMMEDIATE RELEASE

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HISPANIC CHAMBER AND FOUNDATION ANNOUNCE BOARD LEADERSHIP TRANSITIONS

Signaling a strong commitment to supporting the next generation of Hispanic leaders

Sacramento, CA – The Sacramento Hispanic Chamber of Commerce (SACHCC) and the Sacramento Hispanic Chamber of Commerce Foundation (SACHCCF) announce the appointment of Alex Rodrigo, SVP and General Manager at Sacramento Kings/Golden1 Center; and Veronica Delgado Rodriguez, Associate Director of Admissions for Marketing & Communications at Sacramento State to lead the organization’s board of directors effective April 1, 2022.

Rodrigo has been appointed as the SACHCC Chair of the Board. He serves as a Senior Vice President with the Sacramento Kings and General Manager of Golden 1 Center, the first indoor venue in the world to be certified as LEED Platinum as an environmentally conscious building, since 2018. Rodrigo is the highest-ranking Hispanic executive at the Sacramento Kings/Golden1 Center organization. In this role, Alex manages the execution of strategic plans for all arena sports and entertainment operations. He is an innovative and accomplished executive with more than 17 years of experience in building development, renovation, management and operations. Alex had a distinguished eight-year career in the U.S. Air Force EOD program, assigned to three international tours in Japan, Korea and South America, in addition to several joint service operations around the world.

Delgado Rodriguez has been appointed as the SACHCCF Chair of the Board. Delgado Rodriguez experience is rooted in community and small businesses. She ascended through the SACHCC ranks during the last 10 years starting as a volunteer, staff, and more recently as Vice-Chair of the foundation. She was recognized by the Sacramento Business Journal’s 40 under 40 in 2015 and is a graduate of the Nehemiah Emerging Leaders Program. She oversees the execution of the marketing and communication plan to engage and recruit students to Sacramento State.

“Alex and Veronica demonstrate the exceptional leadership qualities needed to continue our work across the region,” said Cathy Rodriguez Aguirre, SACHCC President/CEO. “Our entire board is focused on addressing the needs of our membership and the Hispanic community at large. We are strategically growing; and understand that we need to provide the space for new ideas that transcend industries and generations.”

“We are committed to building relationships and serving our community, instilling hope and leading the organization to new heights where our impact can be realized by those in need, especially now when the stakes are higher than ever before and the reality of the situation requires our commitment and focus,” said Rodrigo. “And, we hope to build on the rich history of this organization and its place among the Hispanic community.” “We are at



a critical point in our history where every need must be addressed, every voice must be included, and every opportunity must be provided to rewrite the narrative of the economic prosperity for Hispanics across our region,” Delgado Rodriguez added.

ABOUT THE SACRAMENTO HISPANIC CHAMBER OF COMMERCE

The Sacramento Hispanic Chamber of Commerce (SACHCC), established in 1972, is a gateway organization designed to foster business and economic growth in the Sacramento Region. Its mission is to promote and develop business growth for members and provide access to the Hispanic market.

ABOUT THE SACRAMENTO HISPANIC CHAMBER OF COMMERCE FOUNDATION

The Sacramento Hispanic Chamber of Commerce Foundation (SACHCCF) champions inclusive economic development by strengthening the region’s business community and providing education, technical assistance, and access to capital, procurement, and workforce development opportunities across the Sacramento Region.

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