

Cynthia Rocha has been an advocate for change and has a passion for creating opportunities in the areas of education and the workplace for all communities. She is the daughter of migrant parents and has a passion for helping students and their families reach their full potential especially regarding education. She is also a recognized and respected diversity consultant with over twenty years of experience in retail operation management, diversity management, training and development, public relations, and multi-cultural marketing. She has worked with a wide range of organizations to mobilize their commitment and support for diversity into concrete, measurable actions.

In 2021, Cynthia Rocha launched a prestigious internship program that aims to advance racial equity in the workplace through talent pipeline efforts. By promoting collaboration, education and opportunity for underrepresented students, the program will help bridge qualified diverse talent with valuable internships at organizations that also value DEI.

Cynthia is a recognized community advocate and leader by serving on numerous local and state organizations. She has served as a Board of Trustee for Our Lady of the Lake University in San Antonio and the Baylor Alumni Association. She has recently been named Chair of SOMOS Cultural y Más, a non-profit with the mission to commemorate and celebrate the traditions, history, and heritage of the Latino community.

Cynthia also serves as a national consultant to Educational Achievement Services, Inc as their lead consultant and facilitator of a research based parental engagement program call the Family Leadership Institute.

Having earned her BBA from Baylor University and an MBA from Our Lady of the Lake University, Cynthia is also certified as a Professional of Human Resources. Cynthia is also certified as a Certified Diversity Professional.

Cynthia is married and has two beautiful children, Antonio Daniel and Catalina Paloma.