

Helen Sanchez, leads the Los Angeles based Arevalo Sanchez public relations group and has vast social marketing experience. Her expertise is in outreach and marketing to Latino families. She has spearheaded a variety of general and Latino market strategic communications efforts on behalf of national brands such as Health Net, Blue Cross of California, Washington Mutual, the California Association for Bilingual Education (CABE), The Kellogg Company, Albertsons, Honda, The California Endowment and the Cesar E. Chavez Foundation.

On the social marketing front, she was responsible for the initial programmatic implementation of the award-winning First 5 California Community Action Network, a \$14 million community-based grant program aimed at educating parents and caregivers about the importance of early childhood development. The network consisted of 164 organizations that served all 58 counties in the state and reached more than 2.5 million people in hard-to-reach communities through one-on-one grassroots communications.

Prior to forming Arévalo Sánchez, Inc. with Martha Arévalo, Sánchez helped form the Rogers & Associates (The Rogers Group) Latino Strategies practice. During her seven-year tenure she was one of the lead strategists of the 15-person team and supervised a number of high-profile media and community relations efforts. She was also the chief legislative deputy for Los Angeles city councilmember Mike Hernandez. During her six-year tenure, she worked closely with the councilmember to develop his legislative agenda and implement programs to empower his mostly Latino constituents.

A native Angeleno, Sánchez is active in her community. She served on the board of directors of Big Brothers Big Sister of Greater Los Angeles for seven years and was also the chair of its Latina Community Advisory Council. Currently, she serves as the vice-chair of the board of directors for Proyecto Pastoral a non-profit organization founded by Father Greg Boyle. She graduated from the University of Southern California with a Bachelor of Arts in international relations.