



INSURANCE
DIVERSITY
INITIATIVE

INSURANCE DIVERSITY TASK FORCE

California Department of Insurance – Policy & Legislation Branch



www.insurance.ca.gov/diversity



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California Department of Insurance
Insurance Diversity Initiative

WEBSITE

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TASK FORCE LEADERSHIP

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Vikita Poindexter

Maria S. Salinas

Tommy Smith

Task Force

Members



Imelda Alejandrino

Member, Insurance Diversity Task Force

Imelda brings over 25 years of result-driven and award-winning work as both a creative director and strategist. As the founder and chief evangelist behind AP42, she has led the charge by forming a top-quality team driven by a successful combination of creative quality, strategic focus and client services. It's a business model that has enabled her to maintain successful relations with a veritable Who's Who of leading brands: Blue Shield of California, SoCal Edison, Pacific Gas & Electric, Accenture, Chevron, and Silicon Valley Bank to name a few. She has an affinity for nonprofit organizations and has helped numerous nonprofits with marketing which has impacted their community positively such as the Sentinels of Freedom, Youth Homes, The Colby Foundation, and Open Heart Kitchen.

Imelda has garnered Gold & Best in Show Awards from the American Association of Advertising Agencies (ADDYS), the San Francisco Show, the San Francisco Ad Club and International ECHO Awards. Imelda currently volunteers as:

WRMSDC: Supporter, Marketing Contributor (3 years)

WBENC: Global Service Team Vice Chairperson (3 years) Leadership Forum (5 years)

WBEC-Pacific: Leadership Forum and Marketing Team (9 years)

California Department of Insurance Diversity Task Force (2 years)

Women Who Lead: Marketing Contributor (1 year)