INSURANCE DIVERSITY TASK FORCE

California Department of Insurance – Policy & Legislation Branch

www.insurance.ca.gov/diversity diversity@insurance.ca.gov

California Department of Insurance
Insurance Diversity Initiative

WEBSITE
insurance.ca.gov/diversity

TASK FORCE LEADERSHIP

Ricardo Lara
Insurance Commissioner

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Milton Dellossier
Rebecca Aguilera - Gardiner
Jay Greene
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Cecil Plummer
Vikita Poindexter
Maria Salinas
Blong Xiong

Task Force Members

Imelda Alejandrino

Insurance Diversity Task Force Member

Imelda Alejandrino 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: Task Force and Governance Committee member(2 years)
•Women Who Lead: Marketing Contributor (1 year)