

## Jose Plascencia

*Insurance Diversity Task Force Member Appointee since 2022*

*Owner/Principal*

Jose Plascencia Allstate Insurance

**Jose Plascencia** is Owner of Jose Plascencia Allstate Insurance. He is a former Market Development Director and Media Spokesperson for AAA of Northern California, where he led, facilitated, and championed several Diversity and Inclusion initiatives over his 15-year career. He was previously Board Chair of the California Hispanic Chambers of Commerce Foundation where he oversees the effectiveness of the diverse supplier program, which helps Hispanic and Latino-owned businesses to connect to companies with contracting opportunities. He is the first Latino Board Chair for the Greater Reedley Chamber of Commerce and Board Chair for United Health Centers Foundation of the San Joaquin Valley. He is also the former Board Chair for both the Central California Hispanic Chamber of Commerce and Valley PBS. Jose has been reappointed to the Task Force as an advocate/representative for minority business enterprises with a term ending on April 29, 2026.



*Jose Plascencia*  
Insurance Diversity Task Force

### ABOUT THE INSURANCE DIVERSITY TASK FORCE



In 2020, the Insurance Diversity Task Force was formally codified under California law with the enactment of Senate Bill 534 (Bradford, Chapter 249, Statutes of 2019). The Task Force strives to become leaders on the advancement of supplier and governing board diversity in the insurance industry. The Task Force advises and provides

recommendations to the Insurance Commissioner & the California Department of Insurance with the goal of advancing key priorities that aim to increase the economic inclusion of diverse business communities, and expand opportunities for greater diversity among the boardrooms of California insurance companies.

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