



NBCUniversal

Raquel “Rocky” Egusquiza
Vice President, Community Affairs
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Rocky Egusquiza is VP, Community Affairs, Telemundo Enterprises at NBCUniversal where she works to develop strategy and execution of community relations activities as they relate to Telemundo Network and cable network NBCUniverso in concert with NBCU and Comcast’s external relations team. Most recently she is responsible for launching “El Poder En Ti” (The Power Within You) which targets U.S. Hispanics focusing in areas of STEAM: education and college readiness, health and wellness, financial education and voter registration and engagement. With her leadership, El Poder En Ti’s objectives have reached over 92 million impressions on air and over 7 million people through on the ground events in collaboration with Telemundo owned and operated stations.

Previously as VP, Multicultural Markets for AARP Egusquiza created and executed an organization-wide multicultural strategy increasing member awareness, engagement, retention and acquisition with Hispanics. Formerly, Director of Community Development and International Strategy for Ford Motor Company Fund, she managed corporate relations, philanthropic initiatives, and developed international giving strategies. She also worked in Florida for AT&T as Vice President, Legislative Affairs and as Executive Director of the Dade County Legislative Delegation and as a Legislative Assistant in the Florida Senate.

She currently serves as Secretary of the board for the Smithsonian Latino Center and a member of the Kennedy Center Latino Advisory Board. A founding member of HACR’s Corporate Executive Forum, she earned a BA in Political Science from the University of Miami.