



NEWS RELEASE

April 19, 2018

Press Contact:
Richard Rojas
Chair, Advisory Board of Directors
(805) 896-9083
richard@latinooutdoors.org
www.latinooutdoors.org

Latino Outdoors Welcomes Luis Villa as its Next Executive Director

San Francisco, CA — Latino Outdoors (LO) today announced Luis Villa as its next Executive Director. Luis is a proven leader who has consistently demonstrated a commitment to conservation, and to connecting Latinos to the outdoors. LO is a nonprofit agency that inspires, connects, and engages Latino communities in the outdoors.

This appointment comes as the organization’s founder and executive director, Jose Gonzalez, transitions into a new support role, Founder and Emeritus Board Member. “I am extremely proud of the team and volunteers that made Latino Outdoors a reality beyond me. Luis’ management and conservation experience, combined with his own personal story and connection to the outdoors, will have a significant impact on LO’s continued leadership in this space.”

“We casted a wide net for a visionary leader who blended a commitment to serving Latino communities, with a proven track record of nurturing partnerships in the environmental movement—we are delighted that we found that person in Luis Villa,” said Richard Rojas, Chair of the Advisory Board of Directors. “Luis has built a career providing innovative programming for youth, families, and communities. As Latino Outdoors prepares to implement the principles and goals detailed in its first strategic plan, his vision, leadership, and expertise will be essential.”

Luis’ most recent experience was as Chief Operating Officer at Nectandra Institute, a nonprofit organization dedicated to the conservation and restoration of cloud forests in Costa Rica. Previous nonprofit management experience includes working with youth in Southern California, and in affordable housing development in Northern California. Luis will begin his work with Latino Outdoors on April 23, 2018.

Luis’ vision, leadership, and ability to build and scale effective partnerships will serve LO well as it strengthens and grows services to meet the needs of a growing Latino population. “I am excited to become the Executive Director of Latino Outdoors.” said Luis Villa. “As the only nonprofit organization with a mission focused on (re)connecting Latinos to the outdoors, and inspiring Latino leadership in environmental movements, the services provided by LO have

never been more critical. I am inspired by all that LO has accomplished and confident that we can achieve much more to ensure the voice of our community is heard. I look forward to working with the Advisory Board of Directors, staff, volunteers, community members, and network of partners.”

Founded in San Francisco in 2013, Latino Outdoors has developed a national network of leaders in the fields of conservation, recreation, and environmental education. The organization leverages resources and provides focused attention on expanding the Latino experience in the outdoors, providing greater opportunities for leadership, mentorship, and professional employment opportunities.

For more information about Latino Outdoors, visit the website at www.latinoutdoors.org. Please direct questions to Richard Rojas at (805) 896-9083 or richard@latinoutdoors.org

###

Latino Outdoors
354 Pine Street, Suite 700
San Francisco, CA 94104