

CYNTHIA CIFUENTES BIOGRAPHY



For Cynthia Cifuentes, her personal mission is her professional motivation. Her experience growing up in an immigrant LatinX household without health insurance has led her to become the regional vice president of brand, communications and community engagement at Kaiser Permanente in the Mid-Atlantic States, where she is making significant contributions to the health care industry and her community.

With 25 years of experience in marketing, communications, and community relations, Cynthia's career spans across the entertainment industry and the public sector, before she found her home in health care for the last 14 years. As vice president for Kaiser Permanente in the Mid-Atlantic States, Cynthia is accountable for promoting and protecting the Kaiser Permanente brand and elevating strategies in marketing, communication, brand and creative services, community relations, and community and social health. Her efforts are accelerating Kaiser Permanente's growth in the region, allowing more people in Washington, D.C., Maryland, and Virginia to access and benefit from the organization's high-quality health care.

Throughout her life, Cynthia has witnessed and experienced first hand how challenging everyday life can be in the United States for those with limited financial means who do not speak English as their first language and who encounter health care literacy challenges that come with immigrating to a new country. Every stage of her career has emphasized enhancing representation for LatinX and Spanish-speaking individuals and advocating for the needs of marginalized, minority communities. In the first decade of her career, Cynthia held various leadership roles in marketing and public relations within the entertainment industry, leading international Spanish-language campaigns and the globalization of new products within the Spanish language division of NBC Universal, Telemundo, and Mun2 for North and South Americas. Prior to NBC Universal, she led national publicity and marketing efforts with renowned film studios, including Twentieth Century Fox, Sony Pictures, and Paramount Studios.

In 2011, after serving as marketing director in the nonprofit sector, Cynthia pivoted her career into health care at Kaiser Permanente in member and business marketing communications for the national headquarters based in Oakland, California. Supporting enterprise-wide initiatives in marketing, communications, and strategic planning, Cynthia led large-scope innovation initiatives, such as the launch of the health care system's first retail clinic and first mobile health vehicle – known as a medical office on wheels – for Southern California. In 2014, she was promoted to senior director of public affairs and brand communications and led strategic planning for all public affairs functions, including change management initiatives, marketing and communications strategy, crisis and issues management, business to business communications, as well as government and external affairs for Kaiser Permanente in Los Angeles. She also was a member of the hospital operations leadership team as a hospital administrator for Kaiser Foundation Hospitals in Los Angeles.

In 2021, Kaiser Permanente appointed Cynthia as regional vice president to lead the Mid-Atlantic States, where she relocated her family from Los Angeles to Potomac, Maryland. In this position, Cynthia has redoubled her focus on helping minority communities navigate the complex American health care system and advocating for culturally appropriate care for all people, especially vulnerable populations. Inspired by her own health crisis, when a childhood

brain abscess went neglected due to a lack of routine care, she has worked to improve health literacy and access to care. She is leading the launch of a health care literacy pilot to help undocumented and eligible families and children receive health assessments and screenings, transfer medical records and prescriptions, strengthen relationships with physicians, and more. She has also led her community and social health team to expand its charity care program, which provides free or low-cost access to health care for primarily undocumented individuals, children, and families. Cynthia is also a vocal advocate for preventive health care to encourage individuals and health care providers to prioritize regular check-ups, screenings, and early intervention.

Another significant accomplishment lies in Cynthia's dedication to fostering mentorship and education, particularly in the LatinX community. Having experienced the lack of early mentorship and limited access to higher education, she understands the importance of empowering young Latinos. Cynthia actively supports mentorship programs, providing guidance and educational opportunities to inspire young individuals to pursue higher education and realize their full potential. For example, Cynthia is a strong supporter of the Latino Scholarship Fund in the DMV, and Kaiser Permanente is a strong supporter of the Annual Gala that supports scholarships for LatinX youth education and workforce development.

Currently, Cynthia also serves as chair for the annual Heart Walk for the American Heart Association for the D.C. metro area. In addition, she was appointed by Montgomery County to serve on the board of the performing arts facility, the Strathmore in Bethesda, Maryland.

Throughout her professional journey, Cynthia has embraced her cultural heritage, shaping her commitment to equity, mentorship, and community engagement. Mentors have helped her accept her own truth and inspired her to bring her whole self to work every single day. She is determined to inspire others, especially young LatinX individuals, to embrace their backgrounds, overcome limitations, and pursue their highest potential.

Cynthia holds a Bachelor of Arts degree in journalism from the University of Nevada, Las Vegas and a Master of Business Administration from Mount Saint Mary's University, Los Angeles. In her free time, she enjoys staying active with hiking, yoga, and riding on her Peloton. She and her husband Marc reside in Maryland with their two young children.