Hello friend,

We have some exciting news for you, RAW has officially found its next Executive Director!

Rosario Ubiera-Minaya will be stepping into the role this September. We are thrilled to have her join the RAW team and bring her many years of experience working in the arts and the nonprofit sector to support our mission and work.

Rosario is coming to us from Amplify Latinx, where she serves as the President and Executive Director. She is originally from the Dominican Republic, and grew up just around the corner in Salem!

Rosario is intentional and passionate about creating spaces that foster inclusion and opportunity. She invests her time and energy into amplifying and exemplifying the message that empowered and diverse communities’ voices will lead us to equity and upward economic mobility. She is a leader, community activist, and social entrepreneur with a passion for education, art, and culture.
Kit was recently on a much-deserved extended holiday, but is now back at RAW to help support the transition. We are so grateful for Kit’s 34 years of service to RAW and the kids, and her commitment to ensuring Rosario has everything she needs to lead RAW into this new and exciting chapter.

P.S. We wanted to tell you first about Rosario joining the team, but we will be waiting until the fall to announce the news more publicly. So if you’re wondering why you haven’t seen a press release just yet, that’s why!

MORE ABOUT ROSARIO...

Rosario is also the founder and principal of Cojuelos’ Productions, a social enterprise that proudly celebrates black and brown creatives’ artistic expressions by promoting innovative, diverse, and culturally oriented programming and curated experiences through a social justice lens. Rosario’s vision led to what is today the PUNTO Urban Arts Museum in Salem, an outdoor collection of public art that serves as a vehicle to start breaking down the socioeconomic and invisible divides that exist in low-income communities of color.

She has received numerous awards and recognitions; most recently, 2021 Hall of Fame Inductee to Salem State University’s Center for Civic Engagement, 2019 Hispanic Heritage Leader by the New England Patriots Foundation and the Kraft Family Foundation; "Inspirational Woman of 2019" from Latina Center MARIA, and "Unsung Heroine" by the Massachusetts Commission on the Status of Women. She currently serves as an advisor to several organizations, including Essex County Community Foundation’s Creative County Initiative and their Racial Equity Strategy Group, the Center for Women Politics and Public Policy of UMass University, and The Women’s Network. She also serves as Trustee for Essex Heritage; Rosario was recently accepted to the inaugural cohort of...
LEADS fellows for the North Shore alongside a powerful group of leaders.

Rosario holds a Master’s degree in Leadership in Education with a concentration in Museum Education from Bank Street College and a Bachelor in Communications with a concentration in Marketing and Public Relations from Salem State University. Her prior experience includes Chief Program Officer for North Shore CDC and Director of Outreach and Enrollment for North Shore Community Health Inc.; as well as Executive Director for the Salem Education Foundation, Program Director at the Peabody Essex Museum and, Marketing and Promotions Manager for Telemundo-Boston.

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