

Dean's Advisory Council (DAC)
Executive Bio: Daisy Rivera Algarin



CAREER

Senior Marketing Specialist – City of Rochester

PERSONAL

Daisy Rivera Algarin is a **Sr. Marketing Specialist-Bilingual Spanish** for the City of Rochester. In her role, Daisy provides outreach, technical, financial advice and zoning support to small businesses. In addition, she is the Project Manager of the planning team for the North Clinton Avenue revitalization project. She has served in her current role since June 2000.

Economic Development makes available, technical assistance to city business seeking loans, grants and demographic and pre-development information.

Currently Daisy serves as...

- Past Chair of the Board for the Salvation Army
- Chair of the Governance Committee for Al Sigl Community of Agencies Board of Trustees
- Co-Chair with Mayor Lovely Warren of the American Heart Association, Circle of Red Awareness Campaign for women
- Latina Woman Scholarship Fund Chair and Founder- (Fund of \$127,000 Awarded 19 scholarships)
- Democrat and Chronicle Blogger for UNITE Rochester
- Advisory Board, Center for Urban Entrepreneurship (CUE) at RIT.
- PathStone Loan Committee
- Finger Lakes Regional Economic Development Council
- 2014 United Way President Search Committee
- 2014 Rochester Women's Network W Award Recipient
- 2014 Girls Scouts of Genesee Valley Woman of Distinction Award
- 2014 YWCA Honorary Chair, Empowering Women's Luncheon
- 2014 Young Women College Prep Charter School Leadership Award

Daisy has also served in different capacities with Latinas Unidas. She was part of the founding team and has been the chair and now serves as Immediate Past president of Latinas Unidas. She was born in Bronx NY and educated in Rochester. Daisy came to Rochester in 1971. She is married to and has 3 children.

Rivera Algarin can be contacted at 585-428-7711 or email: algarind@cityofrochester.gov