

Yvette Peña

Vice President, Audience Strategy

Office of Diversity, Equity & Inclusion

AARP

Yvette Peña is a lifelong advocate and champion for diversity, equity and inclusion, and takes pride in giving back and providing opportunities to develop communities in meaningful ways; it's in her DNA. As an award-winning marketer and community advocate - with over 20 years of experience specializing in multicultural and general audience initiatives - she puts her heart where her work is.

Currently, as Vice President of Audience Strategy at AARP, she leads the Hispanic/Latino audience strategy nationwide and most recently the Deaf & Disabilities segments. She serves as the national voice for in the Latino community through national media, targeted campaigns and partnerships with partners and organizations to drive AARP's social impact agenda. She develops and manages relevant offerings and programs for AARP's members and prospects, with the goal of increasing brand affinity and engagement to better serve diverse communities.

Public service has been at the forefront of her impactful career, making mentoring and championing diversity efforts in the community a priority. She was appointed as Vice Chair to the Board of Directors for the Friends of the National Museum of the American Latino and is an active Volunteer for Wish of a Lifetime.

A native New Yorker, Yvette is a proud Afro-Latina of Dominican roots and cherishes time with her family and lifelong friends. She currently resides in Washington, D.C. and Florida with her husband, Lazaro.



Mauricio Gonzalez, MD

Triple Board Certified Internal, Emergency, and Obesity Medicine

Dr. Mauricio Gonzalez is a triple board certified physician in internal medicine, emergency medicine physician and obesity medicine in New York who has been treating covid-19 patients in the middle of the pandemic. A trusted source of medical information, Dr. Gonzalez has been dubbed the Latin Fauci, doing national TV interviews and leveraging the power of social media to debunk myths and share facts related to all things Science.

Dr. Mau, as he is affectionately known by his followers, is passionate about inspiring, motivating and educating his vast online community about a healthy lifestyle, which includes exercise, nutrition and the right mentality. Reaching millions on social media daily, his main mission is to make scientific and medical knowledge available and easy to understand to everyone. He wishes to inspire the Latinx community

Along with his wife, Mayte Moncada, they're founders of the Veggie Power Summit, which is the largest healthy nutrition medical conference in Latin America and for Spanish speakers in the U.S. This year the conference went virtual for its 6th edition with more than 3,000 attendees from all over the world.

He is a regular contributor for CNN, Telemundo, Televisa, Univision and has been featured in Forbes, The Today Show, People Magazine, InStyle, GQ Mexico to name a few. He was recently covered in the Newsweek en ESPAÑOL cover. An avid public speaker, he has shared a panel with Dr. Thedros and Bill Clinton.



Eduardo Sanchez, MD, MPH, FAAFP

Chief Medical Officer for Prevention
American Heart Association

Dr. Eduardo Sanchez serves as Chief Medical Officer (CMO) for Prevention at the American Heart Association (AHA). He is the AHA clinical lead on Target:BP (a joint blood pressure control initiative with the American Medical Association) and KnowDiabetesbyHeart™ (a joint cardiovascular risk factor control initiative with the American Diabetes Association). He is the Principal Investigator (PI) of the National Hypertension Control Initiative (NHCI), a recently announced blood pressure control cooperative agreement with the federal Office of Minority Health (OMH) and the Health Resources and Services Administration (HRSA). Prior to joining AHA, he was Vice President and CMO for Blue Cross and Blue Shield of Texas (BCBSTX) and, before that, director of the Institute for Health Policy at the University of Texas (UT) School of Public health. He currently serves on the Board of Directors of Trust for America's Health and as Interim Co-Chair of the CDC convened National Hypertension Control Roundtable Organizing Committee. He has served on numerous health-related boards and advisory committees at the local, state, and national levels. He was a 2020 recipient of the National Hispanic Health Foundation Hispanic Health Leadership Award. Dr. Sanchez obtained his M.D. from the University of Texas (UT) Southwestern Medical School in Dallas, an M.P.H. from the UT Health Science Center at Houston School of Public Health, and an M.S. in biomedical engineering from Duke University. He holds a B.S. in biomedical engineering and a B.A. in chemistry from Boston University. Dr. Sanchez is board certified in family medicine.

