

**Yvette Peña**  
Vice President, Audience Strategy  
Office of Diversity, Equity & Inclusion



Yvette Peña is a lifelong advocate for ethnic communities and takes pride in giving back and providing opportunities to develop communities in meaningful ways. It's in her DNA. As an accomplished, award-winning marketer and community advocate with over 20 years of experience specializing in multicultural and general audience initiatives, she has put 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 Disabilities segment. She has championed innovation by leveraging digital, social, and mobile platforms to drive engagements with the 50+ Latinos and their families. In this role, she serves as the national voice for AARP's thought leadership in the Latino community through targeted campaigns and partnerships with multicultural organizations to drive AARP's social impact agenda. She develops and manages relevant offerings and programs for AARP's members and prospects, always with the goal of increasing brand affinity and engagement to better serve diverse communities.

Prior to her work with AARP, Yvette established a strong track record for successfully building brands with general and multicultural markets, such as Sports Authority and Walgreens; as the first Director of Multicultural Marketing; also, as a Brand Manager at Sears and an Account Director at Young and Rubicam/The Bravo Group.

Public service has been a priority throughout her impactful career, always making public service, mentoring, and championing diversity efforts in the community a priority. Earlier roles in her career include Chair of the City of Chicago Commission on Human Relations Latino Advisory Council, elected to participate in the Sears Chairman's Diversity Council; she was also appointed as Vice-Chair to the Board of Directors for the Friends of the National Museum of the American Latino and is an Advisory Council Member for the American Latino Veterans Association (ALVA). She is an active Volunteer for Wish of a Lifetime.

She's been honored with different distinctions, the latest, listed as 100 Latinas for 2022 in Latino Leaders Magazine, 2021 AL DÍA Archetype: recipient of the 2021 Ambassador Manuel Torres Award in the corporate category. Other awards include 2021 EFFIE AARP COVID-19 Response Campaign, 2020 Silver Stevie Award – Women in Business for Female Innovator of the Year in Non-Profit category; Powerful Latinas Award; Mujeres Destacadas 2019 Award from El Diario NY Newspaper, 2019 Broadcasting/Cable & Multichannel News – Corporate Leadership Hispanic TV Video Award, 2019 EFFIE AARP Hispanic Brand Campaign; among other industry recognitions.

A native New Yorker, she is a proud Afro-Latina of Dominican roots and cherishes her time with her family and lifelong friends; which has enabled her to work passionately to advocate for many segments. She currently resides in Washington, D.C., and Florida with her husband, Lazaro.



**Laszlo Madaras**  
Chief Medical Officer, Migrant Clinicians  
Network, Clinical Assistant Professor of Medicine,  
Penn State College of Medicine



As the Chief Medical Officer for Migrant Clinicians Network, Dr. Madaras is responsible for the oversight of MCN clinical activities. Dr. Madaras spent his early childhood in Hungary and Sweden, arriving in the USA in 1968. He worked on a research team that investigated proteins involved in muscular dystrophy at the Boston Biomedical Research Institute. He served three years in the Peace Corps in Congo (Zaire) as a regional fisheries coordinator, and then as a PC Country Desk Assistant for Ghana/Liberia/Sierra Leone in Washington, DC. He also worked as a pesticide review manager in the EPA in Washington, with several publications in the Federal Register removing chemicals harmful to human health.

Dr. Madaras received his MD and Masters in Public Health from Tufts University School of Medicine in 1993 and worked in Gabon, West Africa as an Albert Schweitzer Fellow in pediatrics. Later he worked with the American Refugee Committee on the Congo/Rwandan border during the 1994 Rwandan genocide. Since 1996, Dr. Madaras has worked in both inpatient and outpatient medicine in Pediatrics, Adult Medicine, and Obstetrics in Chambersburg, PA at the Keystone Health Center which included treating mobile agricultural workers. He was the Assistant Medical Director at the Keystone Community Health Center from 2001 to 2005 when he joined the new hospitalist program at Chambersburg and Waynesboro Hospitals in south-central Pennsylvania where he continues to work part-time. In addition, Dr. Madaras has worked as a staff physician in Tuberculosis control at the Pennsylvania State Health Department since 2012 and regularly teaches American medical students on an international health rotation in Honduras. Dr. Madaras also teaches hospital medicine to Penn State nurse practitioners and physician assistant students and medical residents. He is a Clinical Assistant Professor of Medicine at the Penn State College of Medicine as well as the Medical Director of Educational Affairs at WellSpan Summit Health. Dr. Madaras is married with two grown children. He enjoys language, travel, scuba diving, and hiking.



**Jennifer Rittenhouse Cope**  
CAPT, US Public Health Service  
Lead, Post COVID Conditions Team  
Chronic Viral Diseases Branch  
Centers for Disease Control and Prevention



Jennifer Cope, MD, MPH is a medical officer at the Centers for Disease Control and Prevention (CDC) and a Captain in the U.S. Public Health Service. Dr. Cope began her career at CDC in 2009 as an Epidemic Intelligence Service (EIS) officer assigned to the North Dakota Department of Health. Dr. Cope obtained a BS in Microbiology from Penn State University and received her medical degree from the University of Pittsburgh School of Medicine. She completed residency training in internal medicine at the Emory University hospitals and Grady Memorial Hospital in Atlanta and infectious disease fellowship training at the University of Maryland Medical Center in Baltimore. She is board certified in infectious diseases.

Over the past two years, Dr. Cope has served in many roles as part of the CDC's COVID-19 emergency response, including leading a unit dedicated to the study of post-COVID conditions, or long COVID. She now leads a team in CDC's Chronic Viral Diseases Branch which oversees several projects that are contributing to our understanding of long COVID.



**Jayne Morgan, MD**  
Executive Director of the COVID Task Force  
Piedmont Healthcare Corporation



Jayne Morgan is a Cardiologist and the Executive Director of the Covid Task Force at the Piedmont Healthcare Corporation in Atlanta, GA, the largest healthcare system in Georgia. Within this role, she serves as the system Covid vaccine expert.

Additionally, she serves as a CNN medical expert contributor and is the owner and creator of The Stairwell Chronicles - a social media series directed towards addressing questions surrounding Covid vaccines and other medical topics in a conversational format. Further, Dr. Morgan has been named to the committee of the Department of Health in its series of “Ask The Experts”.

Previously, Dr. Morgan was the System Director of Research and Innovation and the Director of Cardiovascular Research where she oversaw all clinical trials and set the strategic growth of the Piedmont Research Institute.

Dr. Morgan has served as the Chief Medical Officer of the American Chemistry Council, CEO of Forty Million Beats, LLC - with clients such as Novartis, Abbott, and Moderna – the Cardiology advisor to the MitraClip Team at Abbott Labs, the World Wide Director of the Cardiorenal Drug Development program at Solvay Pharmaceuticals and the Assistant Professor of Medicine at the Cleveland Clinic.

Currently, she is the adjunct Assistant Professor of Medicine at the Morehouse School of Medicine, Board Member of the National Diversity and Inclusion team at the American Heart Association, and the current Health Equity Advisor for Moderna.