

Voler Strategic Advisors CEO Perla A. Rodríguez is appointed as Board President for San José Spotlight

Silicon Valley nonprofit news organization gains new leadership

SAN JOSE, Calif., (March 23, 2020) – This month, Voler Strategic Advisors' Chief Executive Officer (CEO), Perla A. Rodríguez, was named president of the Board of Directors of San José Spotlight, the Silicon Valley's first nonprofit news organization.

"I am honored to serve as San José Spotlight's board president," said Perla A. Rodríguez, Chief Executive Officer, Voler Strategic Advisors. "In one year, San José Spotlight has cemented itself as a respected and valued news organization for the Silicon Valley."

San José Spotlight produces independent political and business reporting for Silicon Valley. In less than a year, the rapidly growing publication has reached almost 300,000 readers per month.

"We are so pleased to have Perla's leadership as Board President," said Editor of San José Spotlight, Ramona Giwargis. "Her commitment and passion for our work has made her one of our strongest allies and supporters."

With over two decades of experience in public relations, Rodríguez has helped lead world-renowned companies, as chief communications strategist. As CEO of Voler Strategic Advisors, Rodríguez advises publicly traded companies, and governments, and other high-profile clients that require her strategic counsel. Having recently been recognized by the Silicon Valley Business Journal as one of the top Latina executives in the region, as well as, having been nominated for an EMMY. Rodríguez has established Voler Strategic Advisors into one of the most distinguished public relations firms in the Bay Area.

Rodríguez received her Bachelor of Arts in international relations from Stanford University, and a Master's in public administration from the University of San Francisco.

About Voler Strategic Advisors: Voler Strategic Advisors is a full-service strategic communications firm offering public relations, crisis management, and communications strategies that help organizations achieve their full potential. At Voler, we believe that great communications drive great results. We offer solutions that are client-inspired, success-driven and always inclusive of the communities that you serve.

About San José Spotlight: San José Spotlight is the city's first nonprofit news organization dedicated to independent political and business reporting. Our mission is to change the face of local journalism by building a community-supported newsroom that ignites civic engagement, educates citizens and strengthens our democracy. San José Spotlight is a project of the San José News Bureau, a 501(c)(3) charitable organization. For more information:

www.sanjosespotlight.com