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FOR IMMEDIATE RELEASE

REDF Expands Board of Directors with Appointments of Elena Quintana and Maria S. Salinas

SAN FRANCISCO (February 24, 2021) — REDF has appointed two new members to its [Board of Directors](#): Elena Quintana, Executive Director of the Institute on Public Safety and Social Justice at Adler University, and Maria S. Salinas, President & CEO of the Los Angeles Area Chamber of Commerce.

The social justice, business, and economic expertise these new members bring to the stewardship of REDF’s mission will be particularly valuable as REDF launches a new five-year strategy with a focus on building the field nationally and an increased emphasis on investing in businesses led by people of color and those with lived experience.

“Our country faces extraordinary economic and social challenges. Now is the time to invest in solutions that work at the scale of impact demanded,” says Carla Javits, REDF president & CEO. “Elena Quintana and Maria Salinas bring to REDF’s Board deep experience, knowledge, and community connections to help us achieve our goals, which are to build an inclusive economy in which more people can contribute their talents to strengthen our workplaces and communities.”

As Executive Director at Adler University in Chicago, Elena Quintana focuses on work that promotes socially just solutions to public safety challenges. She does this through an interdisciplinary approach of strategic partnerships with community members and community-based agencies, law enforcement, detention facility staff and individuals who are incarcerated, universities, and governments. Her work focuses on legal system reform, violence prevention, reentry, therapeutic approaches to dealing with trauma, and methods to address racial equity.

“Jobs for those that are often denied employment is perhaps the most important investment in reducing violence and stopping mass incarceration. I am proud to collaborate with REDF as they advance economic justice for tens of thousands of people, who are willing and able to work but who face barriers to entering the workforce,” said Quintana.

In her role as Los Angeles Area Chamber of Commerce President & CEO, Maria S. Salinas is the first woman and the first Latina to lead the Chamber in its 132-year history. In this role she oversees the largest business association in Los Angeles, serving the interests of more than 235,000 businesses across the region. An accomplished businesswoman, entrepreneur, and a determined community leader, Salinas is the steward of the Chamber’s new vision, “A Thriving Region for All,” which has re-imagined

the role of the Chamber: to build an inclusive economy and lead in three pillar areas of focus: advocacy work, global engagement and through community collaboration for economic growth and mobility.

“As part of our new direction at the Chamber, I have seen first-hand the benefits to businesses that hire and advance people who come from an employment social enterprise because they get dedicated, well-trained employees. Our partnership with REDF and local social enterprises has led many of our members to do more to use business as a force for good in our communities. I am excited to work with REDF to advance economic opportunities that help people and our economy thrive,” said Salinas.

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About REDF:

[REDF](https://redf.org) (the Roberts Enterprise Development Fund) is a pioneering venture philanthropy accelerating a national movement of employment social enterprises – mission-driven, revenue generating businesses that empower people striving to overcome employment barriers to get jobs, keep jobs, and build a better life. Independent research shows this approach works. It leads to greater economic security and mobility and a significant rate of return to society—\$2.23 in benefits for every \$1 invested. For more information, visit <https://redf.org>.