

KEYNOTE SPEAKER

Magda Martinez

Chief Operating Officer, The Welcoming Center

Magda joined The Welcoming Center (TWC) in February 2022, after more than three years as Chief Operating Officer at Mural Arts. She brings with her a combination of over 20 years of experience in program development, community engagement and operations. In her current role, Magda oversees human resources, administration, finance, technology, and all programs and services.

Founded in 2003, TWC works to open doors of economic opportunity for immigrants of all education and skill levels and build immigrants' individual and collective agency to address barriers to integration and wellbeing. The nonprofit organization is based in Philadelphia and promotes inclusive economic growth through immigrant integration. TWC collaborates with its participants, a broad spectrum of organizations, and public and private sector institutions to advance learning, shape policy, and grow the economy.

Prior to serving as COO of the Mural Arts Program, Magda served as the Director of Programs at the Fleisher Art Memorial shaping the strategic vision of the institution. In addition, she designed and implemented Fleisher's nationally recognized diversity and community engagement initiatives. Magda has also served on the board of the Bartol Foundation and Taller Puertorriqueño. She currently serves as a board chair of the Philadelphia Cultural Fund and recently joined as an advisory committee member for The Colored Girls Museum in Philadelphia.

Magda is a writer, vocalist, educator and performer whose passion for and belief in the power of the arts began in her youth. She has written, performed and produced her original works nationally. She is a founding member of Las Gallas, a Philadelphia based artist collective that toured nationally and internationally.

