

Lilly Rocha BIO:

Lilly Rocha, a distinguished and accomplished executive, as the Executive Director of the Latino Restaurant Association, a prestigious national organization headquartered in Los Angeles, California. With over 1,400 members under her stewardship, Lilly has masterfully shaped this association into a thriving force within the industry, setting new standards for excellence and innovation.

Lilly Rocha's journey to culinary eminence is a testament to her unwavering commitment to personal and professional growth. She is a proud alumna of the University of California, Berkeley, where her academic pursuits ignited her passion for healthy eating—a passion that has become a lifelong mission. Further enhancing her global perspective, Lilly also pursued studies at St. Mary's University in London, England, adding a rich layer of international experience to her academic foundation.

Intriguingly, Lilly's career began amidst the fervor of Silicon Valley's dot-com boom, as a project manager for NOKIA in Mountain View, California. This early professional exposure instilled in her a profound appreciation for the art of trade show and conference management, a field she would later dominate. Lilly's unparalleled dedication and prowess culminated in her attainment of the highest accolades in the meeting planning industry: the CMP (Certified Meeting Professional) and CMM (Certified Meeting Manager) certifications.

Driven by a keen entrepreneurial spirit and an astute eye for untapped opportunities, Lilly Rocha founded the Sabor Latino Food Industry Trade Show in 2013. Recognizing a significant void in the trade show landscape for Latino foods, she set out to create a platform that would not only bridge this gap but also elevate Latin cuisine to a level of prominence previously unimagined.

Lilly Rocha's unwavering commitment to healthy living extends beyond her professional life, as she dedicates her time and energy to various philanthropic endeavors. Her altruism shines through in her volunteer work with esteemed organizations such as the American Heart Association, Long Beach Memorial Women's Heart Institute, The Heart & Vascular Institute at LBMMC, NLBWA-National, LGELP-USC, and the ATC School Culinary Program in Montebello, CA. Through these efforts, she not only nourishes bodies but also hearts, fostering a sense of well-being in her community.

In addition to her philanthropic pursuits, Lilly is a respected member of several prominent boards, further solidifying her influence in the Latinx and culinary realms. She has served with distinction on the boards of HONOR-PAC+ Political Action, AEM (Asociación de Empresarios Mexicanos), Latino Restaurant Association, Latino Food Industry Association, and Long Beach Memorial Heart & Vascular Institute's Corporate Advisory Board. She is currently a Board Member at the Los Angeles Economic Development Corporation

(LAEDC) and is a Board Member of The Los Angeles Tourism & Convention Board. Lilly is also a current commissioner serving on the Hospital Supplier Diversity Commission Board for California.

Lilly Rocha's multifaceted achievements and unwavering commitment to her community have established her as a luminary in the culinary world, a role model for aspiring leaders, and a relentless advocate for the promotion of healthy living. Her approach to leadership, combined with her extraordinary contributions to the culinary community, make her a true trailblazer in every sense of the word.

