



CiCi Rojas

CiCi Rojas is an accomplished C-Suite Executive turned entrepreneur, having built enterprises both in for profit environments, and for economic, political and social change. After three decades of leading organizations dedicated to advancing key population growth segments, in 2017, she decided to transfer development skills, and extensive network to co-lead Tico Productions and Tico Sports LLC, a company established by her and her husband in 2013. The enterprise is a full-service multi-media production and bilingual marketing company, that developed a full service Spanish language broadcast and community engagement platform, for professional sports teams. Her first partnership was formed with the Kansas City Chiefs in 2016, and expanded to produce broadcasts for several other NFL, NHL, and Collegiate sports teams.

In her Executive career, CiCi most recently served the Kansas City business community as President and CEO of the Central Exchange. Prior to Central Exchange, she served as Vice President of Community Engagement for Truman Medical Centers (TMC) in Kansas City, Missouri. Her executive roles include leading two Hispanic Chambers of Commerce as: President and Chief Executive Officer (CEO) of the Greater Dallas Hispanic Chamber of Commerce, Greater Kansas City Hispanic Chamber of Commerce; and Vice President of Strategic Alliance with the Washington, D. C.-based United States Hispanic Chamber of Commerce.

CiCi has been recognized for her business and community achievements with the following awards and recognitions. Of particular note are; 2018 Nuestra Latina Lifetime Achievement Award, 2016 "Women Who Have Changed the Heart of the City", 2015 and 2016 Kansas City Business Journal Power 100 List, 2013 Greater Missouri Women's Leadership Foundation, Woman of the year, 2013 KC Magazine Class of Influential Women, 2011 NFL Hispanic Heritage Leadership Award.

Rojas is active in civic organizations on the local, national, and international levels. Nationally and internationally she serves on the YMCA World Council Executive Committee, the national Chair for the Latino Coalition Foundation, the YMCA National Board of Trustees and Chair=Elect, USA Volleyball and Friends of the American Latino Museum.