



Rosann Santos Official Biography



Born and raised in the Bronx to Dominican parents, Rosann is a dynamic leader serving as the Director of Alumni Engagement at John Jay College of Criminal Justice in the heart of New York City. With an impressive career spanning **30 years in higher education**, Rosann has left an indelible mark on various facets, including Student Affairs, Residence Life, Greek Life, Enrollment Management, Advancement, Commencement, New Student Orientation and Alumni Engagement.

Outside of her day-job, Rosann is an ICF certified professional coach with credentials as a Gallup StrengthsFinder Coach, Maxwell Leadership Team member and DISC certified. She leverages her clients' strengths to propel them forward on their personal and professional journeys. Her **fluency in both English and Spanish**, coupled with exceptional communication skills, sets her apart in any setting. Rosann's unique ability to **empower, enlighten, and embolden** audiences and clients encourages them to embrace a **strengths-based perspective**, fostering personal and collective growth.

Beyond her professional achievements, Rosann takes immense pride in her role in the "Sandwich Generation," seamlessly balancing the care of her mother and teenage son. In addition, her personal triumph over a significant weight loss of over 100 pounds, maintained for a decade, showcases her **resilience and commitment to personal well-being, goal setting and achievement**.

During the challenging times of the pandemic, Rosann demonstrated her philanthropic spirit by leading a successful fundraising campaign, **securing over \$100,000 for a scholarship endowment in the name of her Sorority, Sigma Lambda Upsilon/ Señoritas Latinas Unidas Sorority, Inc.** at her alma mater, Syracuse University. This accomplishment speaks volumes about her dedication to education and the broader community.

Rosann is a founding Hermana of the Syracuse chapter of Sigma Lambda Upsilon/Señoritas Latinas Unidas Sorority, Inc. founded on campus in 1992. She also serves on the National Board of 100 Hispanic Women, Inc. She is an independent consultant for the FranklinCovey Company and a member of La Voz Latina Bilingual Toastmasters Club. Rosann's story is a testament to her multifaceted talents, resilience, and unwavering commitment to making a positive impact on individuals and communities alike.



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Other ways Rosann is impacting her community include:

- **LION Charter School Board Member** – An elementary, middle and high school under one charter in the Bronx, LION serves nearly 1,000 students, with the opportunity to attend a school that supports them from kindergarten all the way to and through college.
- **100 Hispanic Women National Board Member** - The vision is to address issues of concern specific to Hispanic women to empower us with the tools to take control of our personal, professional, and economic growth. The 100 Hispanic Women offers scholarships for Latina college undergraduate and graduate students.
- **Sigma Lambda Upsilon/Señoritas Latinas Unidas Sorority, Inc.** – Just before the pandemic, she was approached by my alma mater, Syracuse University, to lead a scholarship endowment campaign in the name of her organization, which was the first Latina sorority at Syracuse University. As one of the founding members of the chapter, she led the charge to raise \$100,000. The goal was exceeded in under two years and students are already benefitting from the funding.
- **Fordham Prep H.S. and Mt. St. Ursula H.S.** – During the pandemic, Rosann lost both her father and her brother. To honor their memories, she started 2 memorial scholarships for Latino and Latina students from the Bronx who want to attend either of these high schools. She raised money privately to help grow the scholarships.
- **Free Professional Development Webinars** – Rosann offers free Zoom webinars on public speaking, LinkedIn best practices, strategies for getting unstuck in your career)

Credentials:

- Owner of Rosann Santos, LLC
- Bilingual Speaker, Trainer, and Workshop Facilitator
- ICF Certified Professional Coach
- FranklinCovey Senior Consultant
- Certified Gallup Strengths Coach
- DISC Facilitator
- Maxwell Leadership Team
- Bachelor of Arts – Syracuse University
- Master of Arts – University at Albany

Expertise & Certifications:

- Unconscious Bias
- 7 Habits of Highly Effective People
- Clifton StrengthsFinder (corporate, non-profit, higher education, persons with disabilities)
- Clifton StrengthsExplorer (ages 10-14)
- DISC
- John C. Maxwell Leadership Principles
- Leadership Modalities (productivity and time management; understanding your team; trust; goal setting; strategy development)
- Greek-Life Leadership and Development
- Toastmaster