

Catalina Berry is a passionate and results-driven professional with over 15 years of experience in community engagement, public relations, and organizational leadership. Fluent in both English and Spanish, she has a proven ability to build meaningful relationships across diverse communities, develop innovative strategies, and execute high-impact initiatives. Her expertise spans nonprofit leadership, community health advocacy, event coordination, and marketing, with a strong focus on creating sustainable partnerships and promoting equity and inclusion.

Currently serving as the Executive Director of the East Austin Conservancy, she is proud to be the first full-time employee of the organization, spearheading efforts to combat gentrification and displacement in East Central Austin. Her role involves crafting the organization's vision, managing its budget, and leading community outreach while ensuring that revenue streams are diversified, and programs are impactful.

Previously, as the Community Impact Director for the American Heart Association, she led health equity initiatives, successfully advocating for policy changes and establishing programs that promoted health education for underrepresented communities, including Spanish-speaking women and African American/Black populations. During her tenure, she secured significant policy changes such as the Tobacco-Free Schools Policy for Hutto ISD, making it the third district in the U.S. and the first in Texas to adopt such measures.

In addition to her nonprofit work, she brings extensive experience in marketing and public relations. Her background in project management and media relations is complemented by a talent for event planning and team leadership. She has consistently exceeded goals, coordinating record-breaking fundraising events and establishing lasting community connections.

With a deep commitment to social justice and a passion for fostering inclusive environments, she is actively involved in numerous boards, coalitions, and committees. She is also a proud member of Leadership Austin's Essential Class of 2023-2024 and a certified Community Health Worker.

Catalina is passionate about creating opportunities for others to thrive and is always looking for ways to contribute her expertise to initiatives that create lasting positive change.