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## Press Release

**For Immediate Release**

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### **Natalie Herrera Named Design & Marketing Director**

**Seattle, WA** – April 12, 2022 – Natalie Herrera (*eh-REH-ra*) has been promoted to Design & Marketing Director at Northwest Center (NWC), where she has served on the Human Resources and Marketing teams since 2016.

With nearly ten years of experience designing and strategizing engagement across various customer interactions and journeys for NWC, Herrera is focused on bridging marketing, brand development, creative strategy, and design through user experience (UX) applications. She is passionate about sustainable outcomes, particularly as they relate to the social enterprise model of Northwest Center's owned businesses (which generate funding for NWC's services for people with disabilities) and also about using equity and inclusive frameworks to develop design and marketing initiatives.

Herrera also co-chairs Northwest Center's Equity Committee with the company's Chief People Officer Emily Miller, leading and mentoring more than 45 members in DEI initiatives, education, and organizational change for 1,000+ employees across multiple divisions. Her committee work includes creating educational workshops, spearheading equitable cultural and process improvements, and nurturing partnerships with other DEI professionals and organizations.

"We are excited to welcome Natalie to this new role with Northwest Center as we continue to grow our services and businesses throughout the Pacific Northwest and beyond," says President & CEO Gene Boes. "Natalie's expertise in marketing and design and her deep commitment to diversity, equity, and inclusion are the perfect combination for an organization that has been committed to civil rights for people with disabilities since 1965."

As a first-generation, multiracial American, Herrera developed her passion for equity and inclusion by navigating experiences new to her family while confronting socio-economic and cultural barriers. She is committed to ongoing education to continue learning and applying human-centered design methods in

her career, community building, and professional relationships. She earned bachelor's degrees in Human Resource Management and Marketing from the University of Washington Michael G. Foster School of Business.

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## **ABOUT NORTHWEST CENTER**

Northwest Center (NWC) is one of the nation's largest and most comprehensive organizations serving the community with disability inclusion programs and services that advance equal opportunities for people of all abilities. NWC was founded in 1965 by Seattle parents who refused to give up when their kids with disabilities were rejected from schools, and who went on to pass legislation guaranteeing an education to kids with disabilities. Today, Northwest Center provides Early Supports and inclusive Early Learning for children from birth to school age, Employment Services to adults with disabilities in counties across Washington state and in Northern Idaho, and is rapidly expanding inclusive early learning by training other organizations how to include kids with disabilities. For more information, visit [www.nwcenter.org](http://www.nwcenter.org)