

Faces of Resilience

REINVENTING THROUGH RESILIENCE

Christina Sanchez



Christina Sanchez is the Vice President of Public Affairs at AltaMed and leads the oversight of all multi-faceted public relations and media initiatives. She collaborates across the organization to understand offerings, target audiences and growth path to inform and develop multilingual public affairs strategies. AltaMed corporate social responsibility is also under her direction.

Prior to joining AltaMed Christina was senior partner at the Milagro Strategy Group. A two-time Emmy award winner and seasoned media and government affairs practitioner, Christina has over 25 years experience in broadcast media communications with an emphasis in Spanish language public affairs, social marketing, and project management. During her career, Ms. Sanchez previously served 12 years as Public Affairs Director for Univision's flagship station, KMEX-TV, Channel 34 the leading Spanish-language television station in the country where she was executive producer for high profile special productions and developed custom social marketing campaigns and promotions over multiple media distribution platforms. Ms. Sanchez works with many organizations, public and private, to provide counsel on targeting the Hispanic market. Her experience working for the largest Spanish language network provides clients great insight on achieving results through earned media and paid campaigns on various Spanish language platforms in the U.S.