



**Desiree Ramos Reiner**  
**Chief External Affairs Officer**  
**American Red Cross**  
**Greater New York Region**

Desiree Ramos Reiner has more than 20 years of experience in government and non-profit public affairs, communications and marketing. Currently, she serves as Chief External Affairs Officer for the American Red Cross in Greater New York. In this role, she manages and shapes the organization's communications, marketing, and government and community relations strategy for all business units across the nine counties served by the American Red Cross in New York City, on Long Island, in Westchester and Rockland Counties, and in Greenwich, Conn.

During her tenure, Desiree has managed crisis communications, social media strategy and served as the designated spokesperson representing the Red Cross on local, national, and international media outlets. While she provides critical support to the regional CEO, she also works closely with the cross-functional regional senior leadership team to implement regional priorities, and with leaders at national headquarters on strategic initiatives.

Since 2017, Desiree has served as the national co-lead for the Red Cross Latino Engagement Initiative, a cross functional initiative to improve service delivery, increase representation, and ensure access to Red Cross programs in underserved communities. As part of this effort, Desiree deployed to support the Red Cross response to Florida after Hurricane Michael as a member of the Latino Engagement Team. She also serves as a member of the Latino Executive Steering Committee, a national consortium of Red Cross leaders.

From October 2019 through February 2020, Desiree served as interim Executive Director for the American Red Cross on Long Island. While on Long Island, Desiree helped strategize and execute fundraising opportunities and maintained board of director relationships.

Prior to joining the American Red Cross, Desiree served as Deputy Director for Communications and Strategy for the Brennan Center for Justice at NYU School of Law, the nation's leading think tank on democracy and justice. Her experience in federal and state government includes roles at The Port Authority of NY & NJ and with United States Senator Robert Menendez (NJ).

Desiree is a proud graduate of Columbia University. The daughter of Cuban immigrants, Desiree was born and raised in New Jersey, where lives with her husband and two children.