



Pilar Rocha-Goldberg

**President & CEO, El Centro Hispano, Inc.
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Pilar Rocha-Goldberg is the President and CEO of El Centro Hispano, Inc., where she provides strategic direction and leadership, advances organizational goals, and ensures the organization meets its fiscal and legal responsibilities. She also serves as a visible community representative, advocating for and uplifting the Latino community. Her current focus is on strengthening the organization's long-term sustainability.

In addition to her executive role, Pilar serves on numerous boards and advisory councils. She is a member of the Governor's Advisory Council on Latino Affairs; the CEO Community Health Advisory Board (CHAB); the Durham Technical Community College Board of Trustees; the Carolina Small Business Development Fund Board; and the North Carolina Blue Cross Blue Shield Foundation. She also chairs the Aging Well Durham Board. Beyond her civic leadership, Pilar is the owner, teacher, and choreographer of the Takiri Folclor Latino Dance Group.

Pilar holds a bachelor's degree in Dietetics and Nutrition from the School of Sciences at Pontificia Universidad Javeriana in Bogotá, Colombia. She previously worked at Duke University Medical Center, where she translated and led a Spanish-language program for hypertensive Latino patients (HIP Latino). She later expanded this work into a broader community nutrition initiative, Salud Integral, at El Centro Hispano.

Pilar is married to Dr. Ronald Goldberg, and together they have five children and eleven grandchildren.