

City of Philadelphia



Council of the City of Philadelphia
Office of the Chief Clerk
Room 402, City Hall
Philadelphia

(Resolution No. 240856)

RESOLUTION

Recognizing and honoring Alba Martinez for her dedication to enhancing and uplifting the City of Philadelphia.

WHEREAS, Alba Martinez is the Director of Commerce for the City of Philadelphia, appointed by Mayor Cherelle Parker in January 2024. She is a senior leader with a distinguished career across business, government, nonprofit, and cultural sectors, committed to enhancing community well-being through education, cross-sector partnerships, and inclusive economic opportunities; and

WHEREAS, As Commerce Director, Martinez developed the Grow Philly Strategic Roadmap, aimed at streamlining business processes, driving inclusive growth, revitalizing commercial corridors, and positioning Philadelphia as a global business hub with a skilled, performance-driven workforce; and

WHEREAS, Martinez's corporate career includes over a decade as a senior executive at Vanguard. As Head of Retail Client Services, she managed Vanguard's largest client group, using data analytics to improve investor experiences and drive growth. As Head of Global Talent Acquisition, she implemented diversity-focused recruitment strategies; and

WHEREAS, As a social entrepreneur, Martinez co-founded Magnolia Impact Solutions, which developed a financial health measurement tool for workforce organizations and funders. She also founded Street Knowledge, a lifelong learning initiative connecting disadvantaged Philadelphians to career paths and financial mobility; and

WHEREAS, Her nonprofit and government work include leading the United Way of Southeastern Pennsylvania, where she introduced a results-driven funding model, and as Philadelphia's Commissioner of Human Services, where she reduced the number of children in foster care by 50%, while DHS also began allocating \$100 million of investment into the creation of a prevention system. At Congreso de Latinos Unidos, she launched Pennsylvania's first Latina domestic violence program and a carpenters union training initiative; and

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WHEREAS, In 2022, Martinez produced La Guagua 47, a short film celebrating Philadelphia's Latinidad, exploring identity, culture, and community through the Latino experience. Born and raised in Puerto Rico, Martinez holds a law degree from Georgetown University Law Center and has completed executive programs at Wharton and Harvard Business School; now, therefore, be it

RESOLVED, THAT THE COUNCIL OF THE CITY OF PHILADELPHIA, Hereby recognizes and honors Alba Martinez for her dedication to enhancing and uplifting the City of Philadelphia.

FURTHER RESOLVED, That an Engrossed copy of this resolution be presented to Alba Martinez as evidence of the sincere sentiments of this legislative body.

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CERTIFICATION: This is a true and correct copy of the original Resolution, Adopted by the Council of the City of Philadelphia on the twenty-sixth day of September, 2024.

Kenyatta Johnson
PRESIDENT OF THE COUNCIL

Elizabeth McCollum
INTERIM CHIEF CLERK OF THE COUNCIL

Introduced by: Councilmember Lozada

Sponsored by: Councilmember Lozada, Councilmembers, Gilmore Richardson,
Gauthier, Landau, O'Rourke, Driscoll and Squilla