



Alejandra Lima Biography 2017

Alejandra Lima is a passionate advocate for the special needs community in the Houston and surrounding areas. Her dedication to this community started when she joined the Down Syndrome Association of Houston as their Executive Director in 2009 and since then has grown tremendously up to the date of her departure at the end of 2016. Her professional background and education are in Media Communications. She had previously worked in radio Marketing Promotions for over a decade with the Hispanic media giant, Univision Communications. She is the mother of a very active young man, Joshua, a 10-year old Cub Scout, growing athlete, and the #1 superhero fan that keeps her on her toes!

Alejandra became involved with the DSAH as the volunteer public relations member of the board of directors soon after Joshua was born with Down syndrome. Her tireless participation and professional background allowed her to enhance the organization's operations and increase their membership to over 2,000 members, create 50 programs for their members and produce the Houston Buddy Walk since 2007. The Houston Buddy Walk has become a well branded event in the Houston area with an attendance in the ten thousands and profits to the organization of approximately \$200,000. Successful events such as the Buddy Walk, festivals and galas have prepared her to be a great leader in the event production industry.



After a decade of working in the non-profit sector, she has taken her two passions, events and the special needs community, to grow into her new stage of life of Event Production and Management to serve the non-profit and for profit community.

Alejandra Lima has been recognized by the Houston Latino Leaders under 40 as well as by the Latino American Who's Who publication as a young professional to look out for - she's on the move with big strides, particularly as an advocate for Down syndrome and an event producer specialist.