



Myrna Sonora
Prospera Regional Vice President – South Florida

In 2011, Myrna became the first Regional Vice President of Prospera for the South Florida region. As such, she has been responsible for establishing and overseeing the day-to-day operations and growth of the organization's regional office, promoting the Prospera brand, raising local support for the mission, and building and developing a strong business consulting team for all services within the region.

During its first decade of service to South Florida, under Myrna's leadership, Prospera has provided individual business consulting to more than 5,000 clients and marketed over \$23 million in loans, helping those with established businesses to create or retain over 9,900 local jobs. Prospera's total economic output in the region has been \$1.84 billion, with \$586.3 million in labor income and \$40.9 million in direct state and local tax revenues.

Prior to working at Prospera, Myrna had a very successful career in the broadcast and media industry. Professionally trained as a journalist, Myrna began her career as a reporter for WLTU Univision 23 in Miami, where she rose through the ranks to become Central American Bureau Chief and Senior Correspondent for the Univision Network, Hispanic Affairs Director for Fox Affiliate WSVN 7, News Director for WSCV Telemundo 51, and later Vice-President for News and Public Affairs of her first station, WLTU Univision 23. Myrna then became the first General Manager of a Univision television station to have come from the field of professional journalism.

As Vice-president and General Manager of the Univision and Telefutura television properties in Arizona, Myrna was tasked with building a state-of-the-art broadcast facility in Phoenix, Arizona, from where she managed the Univision television stations in Tucson, Flagstaff and Douglas, AZ with a staff of over 100 employees. She returned to Miami in 2005 to start her own media consulting firm, Media Strategies, a multi-service broadcast consulting firm.

Myrna serves as Co-Chair of the SFCDC (South Florida Community Development Coalition) and Anchor Host for the Aspen Institute Latinos & Society Program (AILAS) Miami Entrepreneurial Ecosystem Steering Committee. She was appointed by Commissioner Eileen Higgins to serve on the Miami-Dade County Economic Recovery Task Force formed during the COVID-19 pandemic. She lives in Miami and is the proud mother of Julian.