



**Katia Medina**  
**Regional Vice President - Central & Northeast Florida**

Katia Medina was named Regional Vice President at Prospera in March 2021. She has occupied a variety of roles at Prospera during more than six years, which has helped her become a well-rounded leader. She understands the needs of clients in various business stages and from different backgrounds. Her knowledge of the organization, her experience in community relations and fundraising for Prospera, and her experience as business consultant are great assets in her role as Regional Vice President.

Katia joined the economic development, nonprofit organization in 2014 as a Business Development Consultant. In that role, she was responsible for providing consulting and a wide range of assistance to Hispanic entrepreneurs, including many immigrants recently arrived from Spanish-speaking countries, to help them establish or expand their business in Central Florida. In her role as consultant, Katia advised entrepreneurs individually to more effectively start and operate their businesses in the U.S. and local markets. This included identifying needs and opportunities, assessing the feasibility of new ideas, serving as liaison for additional professional services, and facilitating access to financing from various lenders. She also delivered educational presentations and worked with experts in various business specialties to train Prospera's clients in Central Florida. In January 2020, she was promoted to Assistant Vice President for the Central Florida region.

Katia now oversees Prospera's client services in Central & Northeast Florida, which are delivered to approximately 2,000 aspiring and established entrepreneurs per year. She also manages Prospera's volunteer committees in the region, relations with contracted providers, and business educational programs. In 2019, Katia was recognized by i4 Business Magazine as a distinguished Social Entrepreneur. In 2022, Prospera began serving Northeast Florida, the Jacksonville metro area, and it became part of Katia's regional oversight.

Katia is originally from Ponce, Puerto Rico. Prior to working for Prospera, she worked in San Juan for eight years for the Puerto Rican Legislative Assembly, Senate of Puerto Rico, and Office of Legislative Services. She obtained a Bachelor's Degree in Business Administration with a focus on marketing from the University of Puerto Rico, and an MBA with emphasis in marketing from the Interamerican University of Puerto Rico. She lives in Orange County with her family.