

ROCÍO POSADA-CASTAÑEDA

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Equity-Focused Program Manager

Building Partnerships | Measuring Impact | Leading Strategy

Program Manager and strategist with 5+ years of experience leading and managing global social impact and health equity projects. Strong relationship builder across stakeholder groups and cross-functional teams, with experience in a variety of environments. Equity-focused leader with strengths in project management, consulting, qualitative research, and community engagement.

EDUCATION

VANDERBILT UNIVERSITY SCHOOL OF MEDICINE

Nashville, TN

Master of Public Health, May 2023

Concentrations: Global Health & Social Impact

- David Satcher Public Health Scholarship (university award for commitment to health equity)
- Social Impact Certificate, Owen Graduate School of Management

UNIVERSITY OF RICHMOND

Richmond, VA

Bachelor of Arts, May 2018

Majors: Healthcare Studies and Latin American Studies – Minor: Anthropology

- Benjamin A. Gilman International Scholarship (U.S. Department of State exchange program award)

PONTIFICIA UNIVERSIDAD CATOLICA DE CHILE

Santiago, Chile

Study Abroad, Fall 2016

EXPERIENCE

VANDERBILT UNIVERSITY MEDICAL CENTER (VUMC)

Nashville, TN (Remote)

06/24 – Present

Program Manager, Office for Community Health and Engagement

- Lead digital literacy and financial wellness for workforce in service roles by conducting landscape scans, facilitating stakeholder interviews, building cross-departmental relationships, and managing strategy.
- Spearhead the redesign of VUMC health equity grants program components including: financial guidelines, application guidelines, review process, selection process, project management, and evaluation.
- Manage strategy and logistics for VUMC's racial equity plan, including developing health equity competencies, supporting workforce engagement, and developing educational content to meet goals.
- Support enterprise-wide implementation of Social Drivers of Health screening and closed loop functionality, including conducting stakeholder interviews and developing recommendations on strategy and vendors.
- Engage internal and external partners to coordinate health equity events and community gatherings.

HCA HEALTHCARE FOUNDATION

Nashville, TN (Remote)

06/23 – 04/24

Community Engagement Research Fellow

- Developed community engagement landscape scans to assess community health needs within target market regions for the HCA Healthcare Foundation and presenting findings to national leadership teams.
- Supported grant management for \$375K in Health Equity Catalyst funds allocated to nonprofit organizations addressing food insecurity within communities served by HCA Healthcare.
- Led impact measurement evaluation of health grant program and Foundation focus areas.

VANDERBILT UNIVERSITY

Nashville, TN

08/22 – 08/23

Research Assistant, Department of Teaching and Learning

- Contributed to qualitative research exploring experiences of Latinx students in college mathematics.
- Assisted with analysis, including cleaning, de-identifying, and coding individual and group interviews.
- Facilitated individual and group interviews with undergraduate students and faculty members.

03/22 – 03/23

Social Impact Consulting Lead, Center for Social Ventures

- Led project management for consulting program that connects global partners with graduate students.
- Managed global partnerships, trip locations, student recruitment, and contributed to educational goals.
- Coordinated immersion travel experience in Guatemala for graduate student consulting teams.

05/22 – 08/22	VERILY LIFE SCIENCES <i>Social Determinants of Health Strategy & Analytics Intern</i> <ul style="list-style-type: none"> Developed a set of measures to report on social determinants of health (SDoH) for a Verily substance use recovery center in Ohio by conducting literature reviews and leading internal stakeholder interviews. Designed business case for inclusion of SDoH measurement and contributed to quality improvement plan. 	San Francisco, CA (Remote)
08/21 – 03/22	VANDERBILT UNIVERSITY MEDICAL CENTER (VUMC) <i>Research Assistant, Division of General Pediatrics</i> <ul style="list-style-type: none"> Screened study participants for eligibility in a personalized behavioral, community health intervention to prevent and treat childhood obesity among 3 to 5-year-old Latino children in Nashville, TN. Translated workshops, facilitator guides, and other documents into Spanish for intervention. 	Nashville, TN
11/21 – 12/21	<i>Community Health Consultant, Community Health Needs Assessment (CHNA)</i> <ul style="list-style-type: none"> Conducted key informant interviews with Spanish-speaking community members in middle TN. Analyzed and reported on CHNA interview findings and performed qualitative research coding. 	
06/19 – 08/21	<i>Associate Program Manager, Office of Health Equity (OHE)</i> <ul style="list-style-type: none"> Developed and managed Certificate in Health Equity Program at Vanderbilt University School of Medicine. Managed and evaluated curriculum in health equity course and managed online learning platforms. Co-designed application process, tracking methods, and selection process for OHE-funded grants. Supported project implementation of eight Health Equity Innovation Award grants across VUMC. Managed bilingual REDCap database for equitable distribution of COVID-19 vaccine in Davidson County. Conducted hiring interviews and led onboarding for new OHE Education team members. 	
08/18 – 04/19	THE FULBRIGHT PROGRAM <i>Fulbright Fellow & Cultural Ambassador</i> <ul style="list-style-type: none"> Designed weekly curricula and taught English courses to university-level English language learners. Evaluated 450 student projects centered on cross-cultural exchange and social justice themes. Volunteered with Otros Dreamers en Acción, a nonprofit supporting migrant returnees and deportees. 	Mexico City, Mexico
06/16 – 05/18	RICHMOND GLOBAL HEALTH ALLIANCE (RGHA) <i>Student Director</i> <ul style="list-style-type: none"> Coordinated student engagement at a nonprofit providing community health services in Andean Peru. Organized home-visits for patients with severe chronic illnesses in isolated rural communities. Directed undergraduate recruitment and conducted interviews for future RGHA student participants. 	Richmond, VA & Ancash, Peru
06/17 – 08/17	PERUVIAN HEARTS <i>Women's Empowerment Intern</i> <ul style="list-style-type: none"> Tutored English language learners at a nonprofit focused on women empowerment and education. Spearheaded weekly workshops on reproductive health, body positivity and healthy relationships. 	Cusco, Peru
08/15 – 05/17	UNIVERSITY OF RICHMOND <i>Administrative Assistant, Center for Student Equity & Inclusion</i> <ul style="list-style-type: none"> Organized multicultural events and conferences to amplify the voices of students of color on campus. Created the first mentorship program for Latinx-identifying students, faculty, and staff. 	Richmond, VA
ADDITIONAL	<ul style="list-style-type: none"> Language Skills: Native English, Native Spanish Computer Skills: REDCap, Qualtrics, Smartsheet, Tableau, Canva, Microsoft Office, G-Suite, Outlook, Zoom Consulting Projects: <ul style="list-style-type: none"> Qualitative evaluation for Colorado Health Institute, a nonprofit public health institute. Evaluation plan for <i>Raza Development Fund</i>, a Community Development Financial Institution. Impact measurement for <i>Nudge</i>, a social enterprise and impact fund in Trinidad and Tobago. Research development for <i>Siloam</i>, a health center serving marginalized communities in Nashville. Global Experiences: Immersion learning experiences in Guatemala, Puerto Rico and US-Mexico border. Volunteering: Nashville Economic Development Committee Member (2025-Present). Vanderbilt MPH Program Diversity Committee (2021-Present). Vanderbilt Center for Social Ventures (2022-2023). Interests: Travelling, singing, drawing, hiking, practicing yoga, and attending cultural events 	