

Raissa de la Rosa

Economic Development & Marketing Coordinator
City of Santa Rosa
Santa Rosa, CA

Raissa de la Rosa is the Economic Development and Marketing Coordinator for the City of Santa Rosa, where she has worked since 2005. She brings to this position experience from a career spent in non-profit and local government administration.

Ms. de la Rosa ensures that Santa Rosa continues to attract, retain and expand key business sectors including water-heavy industries such as craft beverage and food production, and hi-tech manufacturing. She is frequently the first point of contact connecting prospective and established business with City services. Prior to coming to Santa Rosa, she revamped and managed the Cultural Funding Program for the City of Oakland. She has created and managed numerous marketing and brand initiatives for the City of Santa Rosa, City of Oakland, and various San Francisco based organizations.