



Rigoberto Garcia II, MPH, Executive Director, Hemophilia Foundation of Southern California

Rigoberto “Rigo” Garcia, has been named the new Executive Director of the Hemophilia Foundation of Southern California based in Pasadena, CA. He brings over 18 years of experience in health education, leadership and outreach and a commitment to ensuring marginalized groups are provided primary care access.

Most recently, Rigo has been the Director of Health Education for the

Venice Family Clinic, an organization that works to provide quality primary health care to people in need. In this role, he created and managed one of the largest community clinic food distribution programs in Los Angeles County where he executed daily food security initiatives for nearly 10,000 families in need per month. In this role, he further developed and executed Venice Family Clinic’s first ever Doula Services Program providing free doulas for support to a mother through labor and delivery. He also was responsible for managing the Clinic’s Sexual and Reproductive health care programming, which covers Title X and HIV Prevention & Education. Rigo is fluent in both written and verbal Spanish. Garcia served on the Anti-Racism Committee as an Action Group Facilitator. He currently serves on the American Heart Association Advisory Council and UCLA’s Hypertension Council. He received a B.S. in Health Promotion and Disease Prevention and a Master of Public Health degree from the University of Southern California.



Perry Jowsey, CFRE, Executive Director, National Bleeding Disorders Foundation

Perry Jowsey is a nonprofit executive whose leadership is grounded in advancing health equity for historically underserved communities. Since June 2019, he has served as Executive Director of the National Bleeding Disorders Foundation, Colorado Chapter, leading a statewide strategy that centers education, advocacy, research, and access. Under his leadership, the chapter budget has grown 47% and delivers more than 40 programs annually serving over 1,300 community members to reduce isolation and close gaps in care and support.

Perry has prioritized policy and systems change as essential levers for equity. He collaborated with a coalition of more than 40 organizations to successfully advance legislation to strengthen consumer protections and improve affordability for patients who rely on lifesaving treatments. His work earned the chapter national recognition, including the Chapter of Excellence for Programs and Services Award (2020), selection as a Capacity Building Grantee for Health Equity, Diversity, and Inclusion (2023), and the Ziggy Douglas Innovation in Youth Programming Award (2023).

A frequent presenter on inclusive, data-driven engagement, Perry has led workshops at national leadership seminars, served as a panelist for the Making Change for Health Equity, Diversity & Inclusion session at the 2023 Bleeding Disorders Conference in Washington, DC, and presented at the 2024 Health Equity Summit in New Orleans. His work—featured in national publications including HemAware and FundRaising Success Magazine—reflects a consistent commitment to ensuring that vulnerable populations not only receive services, but also have a platform to shape the systems that affect their health and well-being.



Karina Lopez, MPH, CHES, Health Access and Strategic Innovation Program Specialist, National Bleeding Disorders Foundation

Karina Lopez, MPH, CHES is a Health Access and Strategic Innovation (HASI) Project Specialist at the National Bleeding Disorders Foundation, where she has worked since 2015. Her work focuses on health equity, with a particular interest in collecting real-world data to better understand and address barriers to care for marginalized communities. In 2021, she published her first peer-reviewed manuscript titled Defining the Impact of Social Drivers on Health Outcomes for People with Inherited Bleeding

Disorders, the first systematic review to analyze and synthesize literature on the impact of social drivers of health in this population.



Dr. Keri L. Norris, PhD, MPH, MCHES, Vice President of Health Equity, National Bleeding Disorders Foundation

Dr. Keri Norris is a nationally recognized public health leader with over 25 years of experience advancing health equity, diversity, and inclusion across academic, governmental, and nonprofit sectors. Currently serving as Senior Vice President of Health Access and Strategic Innovation at the National Bleeding Disorders Foundation (NBDF), Dr. Norris spearheads transformative initiatives that dismantle systemic and structural barriers to care and champion culturally responsive health programs for vulnerable populations.

Her career spans pivotal roles at the Centers for Disease Control and Prevention (CDC), where she worked as a health scientist, evaluator, and epidemiologist, as Chief of Health Policy and Administration (and at one point COO) at the Fulton DeKalb Hospital Authority, and as adjunct faculty at several esteemed colleges and universities. In these capacities, she developed strategic frameworks to address social determinants of health and fostered partnerships that bridge clinical care with community-based organizations.

A dynamic speaker and thought leader, Dr. Norris delivered the acclaimed TEDx Talk “Hiding in Plain Sight: What’s Missing in Health Equity”, introducing the innovative MISTAH model for addressing health disparities. Her message underscores the importance of community-driven solutions and systems thinking in achieving sustainable health outcomes.

Dr. Norris is also a published author, contributing to peer-reviewed journals and co-authoring strategic manuscripts such as “From Vision to Action: NBDF’s Roadmap for Achieving Health Equity, Diversity, and Inclusion”. Her scholarship and advocacy have influenced national conversations on health equity, clinical trial diversity, and policy reform.

Throughout her career, Dr. Norris has collaborated with leading organizations including United Way, Morehouse School of Medicine, American Association of Indian Physicians, Association of Asian Pacific Community Health Organizations, and the National Academies of Science, Engineering, and Medicine to advance equitable health policies and programs. Her work has earned recognition for its impact on reducing disparities and promoting justice in healthcare delivery.

Dr. Norris continues to inspire change by advocating for systemic solutions that ensure every individual regardless of race, ethnicity, geographic location, or socioeconomic status—has equitable access to health and well-being.