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## **Erika Lopez-Tello**

### **HNBA Director of Operations**

Erika Lopez-tello-Jones has over 20 years of experience in logistics and operations, and over 13 years of experience in the development and implementation of marketing and communication strategies. Her responsibilities include developing and executing initiatives that foster the organization's efficiency and growth; directing logistics, registration, exhibits, marketing and evaluation/research for various programs, meetings and events; directing and cultivating relationships with key partners and constituents; and collaborating with both internal and external stakeholders to execute the organization's work and mission.

Prior to her current role, she served as Director of Meetings and Sales for the Reserve Officers Association (ROA) in Washington, DC. Ms. Lopez-tello-Jones planned and managed ROA's annual convention, numerous defense education and legislative meetings as well as Inaugural events during the election year. In addition to logistic management, she promoted and sold ROA's "Top of the Hill" meeting facilities.