



NEWS

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Uriel Rendón Named Vice President of External Affairs for APM

PHILADELPHIA – APM, Inc. (Asociación Puertorriqueños en Marcha, Inc.) today announced the appointment of Uriel Rendón as the organization’s Vice President of External Affairs. In his new role at APM, Mr. Rendón will oversee Fund Development, Marketing, Public Policy and Grants Management. Mr. Rendón’s VP position is newly-created at APM, which is in the process of executing a five-year strategic plan that includes a major reorganization under its new President and CEO, Nilda I. Ruiz.

Well-known and respected in Philadelphia’s Hispanic business community, Mr. Rendón is a seasoned executive with a proven track record in communications, strategic marketing and community relations. Since 1986, Mr. Rendón has been a familiar presence in Philadelphia Spanish-language television — both behind-the-scenes and on-camera. After his first post at Beasley Broadcasting Group in 1983 as a Sales, Marketing and Promotions Manager, in 1989 Mr. Rendón joined the team of media innovators who introduced Telemundo Spanish-language television to the region. Since then, Mr. Rendón also has worked as General Sales Manager for Univision (WUVP-TV 65) and General Manager and Senior Executive Vice President for Telemundo (WWSI-TV 62). In 2005, he oversaw a Joint Sales Agreement between WWSI-TV Telemundo 62 and Comcast Spotlight. After nearly two decades successfully developing and sustaining Spanish-language broadcasts, Mr. Rendón went on to produce and host “Philly Live – Your Latino Connection,” which still airs on member-supported WYBE-TV, an independent Philadelphia public television station.

“We are so pleased to have Uriel join the APM team,” Nilda Ruiz said. “For years, he has had such a tremendous presence in Philadelphia’s Hispanic business community, making countless contributions as an uncompromising leader and paving the way for so many others. I am assured his skills, business acumen and close relationship to the Hispanic community will be an enormous boon for the agency and the growing population we serve.”

Active in numerous cultural and civic organizations, from 1995 until 2000, Mr. Rendón served as President of the Philadelphia Hispanic Chamber of Commerce, which he co-founded in 1990. In addition, he has been an active board member and/or officer of such high-profile civic and professional agencies as the Penn’s Landing Corp.; LULAC (League of United Latin American Citizens); Philadelphia’s Telecommunications Policy Advisory Commission; the Council of Spanish Speaking Organizations; and the Philadelphia Convention and Visitors Bureau. In 2000, Mr. Rendón was asked by Mayor John F. Street to participate in the new administration’s Transition Committee on Performance and Productivity.

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Rendon Named APM/1st Add

The addition of Mr. Rendón to APM promises to further expand the agency's valuable presence in the community. Since 1971, APM has implemented and maintained ground-breaking initiatives in health; housing; substance abuse treatment; support services for the family and individuals; daycare services; and child welfare. As part of its ongoing commitment to continue to provide the best services throughout the Delaware Valley region, APM welcomes another prestigious community member to its growing team of top-notch professionals.

"In just one year, Nilda Ruiz and the new team at APM have made major strides to bring the organization forward and to improve and streamline much needed social services and affordable housing for North Philadelphia's community," Mr. Rendón said. "I look forward to working with this energized group of experts and to using my more than 20 years in multicultural marketing and community relations to help take APM to even higher levels."

Mr. Rendón obtained a Bachelor of Business Administration, Marketing and Management from Temple University in 1983. He is married with four children and lives in Cheltenham, PA.

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APM is a Latino based health, human services and community development organization committed to assisting Philadelphia area families to achieve their full potential by offering a conglomerate of programs and services including education for children, mental health support, drug and alcohol treatment, health prevention and promotion and access to affordable housing options. APM serves more than 9,000 individuals a year as it works with public-private funders to help improve the quality of life for all Philadelphians.