



The Puerto Rico Chamber of Commerce and the
University of Miami School of Business Administration
present...

UNIVERSITY OF MIAMI
SCHOOL of BUSINESS
ADMINISTRATION



PUERTO RICO
Health & Insurance CONFERENCE 2011
"A New Economy in Health Care"



Mr. José Acarón
AARP Puerto Rico State Director

ACARÓN

Since 2004, José is working towards positive social change by leading AARP in Puerto Rico, an organization that supports older adults to live their best life actively and dynamically. Internally, he is a member of both the National AARP Group of Hispanic Leaders that designs the National Hispanic Markets Initiative, and of the AARP Services Advisory Council, an AARP subsidiary. His vast community background goes back to his 15 years of service at the Muscular Dystrophy Association (MDA), as Regional Director for Puerto Rico and the Virgin Islands. His role was crucial in the strategies of the MDA Hispanic National Committee, assisting in the implementation of an outreach campaign for Hispanics across the United States. José is a proud member of the Puerto Rico Public Relations Association, as well as the Puerto Rico Sales and Marketing Executives Association (SME), which recognized him with the Top Management Award, for his leadership role in the implementation of initiatives that improve quality of life in the Island communities. He is also a member of the Puerto Rico Ombudsman for the Elderly Advisory Council, which meets on a monthly basis to develop strategies about issues related to retirement, health and well-being, advocacy, and economic security in the long term. In the past years he was part of the Hope for the Elderly (HOPE) board of directors. José has a Marketing Bachelor's Degree from the University of Puerto Rico.