

Milinda Martin

Chief Operating Officer

Milinda Martin is the Chief Operating Officer of United Way of Greater Los Angeles, a post she has held since September 2016. She brings 25 years of leadership experience in the private sector, built with such organizations as Robinsons-May, Macy's, and Time Warner Cable. Her extensive background includes public relations, cause marketing, corporate social responsibility, and employee engagement. Milinda leads strategy and operations at UWGLA, comprising finance, IT, human resources, marketing, and communications. Her commitment to help teams focus, align, and exceed expectations is her main priority, while maintaining a culture of fun. She is a strong advocate for United Way, and truly believes the organization is vital to reducing poverty in Los Angeles County.

Milinda has two adult children, and is a native Angeleno. She has a degree in Economics from Tufts University in Massachusetts, and a certificate in Economics from the London School of Economics. She is a graduate of Harvard Business School's executive education in corporate social responsibility. She serves on the boards of the Los Angeles Urban League and the City Scholars Foundation, and is active with Southern California Grantmakers and the Los Angeles Community Leaders Group, which consists of corporate executives in the CSR and sustainability space.