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FOR IMMEDIATE RELEASE

The Midas Collaborative Announces New Board Member

Nelson Ortiz brings more than 17 years of communications, digital strategy experience

Boston – April 20, 2017 – The Midas Collaborative’s Board of Directors announced Nelson Ortiz today as its newest Board member. Ortiz is a communications and digital strategy expert with 17 years of experience across the financial services and nonprofit health insurance industries.

“We are thrilled to have Nelson as part of the Board of Directors. Nelson has the right experience and leadership to govern the organization forward,” said Angela Gomes, interim Board Co-Chair. “The Board is comprised of diverse individuals from various fields with a strong commitment to economic justice, including representatives from Midas member organizations.”

“I am honored to join the Board of The Midas Collaborative. Midas and its members have always been at the frontline with regards to asset building and protection which also include innovative programs such as remote financial coaching, and quality financial education. I look forward to promoting and enhancing the programs Midas offers to create a stronger financial future for all,” said Ortiz.

“Nelson’s addition to the Board comes at a crucial time for low and moderate income Massachusetts residents. Rising costs, income inequality, lack of quality finance education, and much more are making it harder for people to feel secure in planning for a tomorrow. Many of those individuals and families entrust Midas and our member organizations for direction,” said Pam Hoffman, Midas executive director. “We are committed to meet people where they are and Nelson’s expertise in communications, marketing and digital strategy will be key in expanding our reach to some of the state’s most vulnerable.”

Ortiz’s election comes at a period of growth for Midas, whose member network has invested more than \$42 million back into local Massachusetts communities through home ownership, small businesses, education and other assets from its asset development programs with community partner organizations. Midas’ innovative remote financial coaching program is also seeing growth, with the addition of free financial planning, thanks in part to a new partnership with the Financial Planning Association of Massachusetts.

As a Lexington resident, Ortiz serves on the Lexington Town Committee for the Martin Luther King Jr. Day of Service. He has served these groups as part of their leadership teams, national events manager, and marketing and public relations representative. Ortiz holds an MA in Integrated Marketing Communications from Suffolk University and a BA in International Studies from Universidad Central de Venezuela.

Ortiz began his three year term on Thursday, March 23, 2017.

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The Midas Collaborative advances the financial security of low and moderate income residents across Massachusetts in collaboration with its member organizations and partners.