



Elva G. Lima
Executive Director, Community Relations and Multicultural Communications
Verizon Wireless

Elva Lima was named executive director of community relations and multicultural communications for Verizon Wireless in May 2010. In this role, Lima is responsible for providing leadership oversight to ensure the success of national public relations and multicultural media relations programs, as well directing Verizon Wireless' philanthropic investments, including HopeLine® from Verizon.

During her 31-year career with Verizon, Lima has held a variety of positions within external affairs, communications and public policy. Before being named to this position, she was responsible for overseeing external and government relations for Verizon's West Area. Verizon Wireless operates the nation's fastest, most advanced 4G network and largest, most reliable 3G network. The company serves 106.3 million total wireless connections, including 89.7 million retail customers.

Lima is an active member of the community and serves on Casa de Esperanza's executive board, an organization which works to end domestic violence in Latino and Latina communities. She has served as a member for the following organizations: Greater Sacramento Urban League, California Hispanic Chambers of Commerce Corporate Advisory Board, Los Angeles League of Women Voters - Education Fund, Los Angeles Economic Development Corporation, Los Angeles Regional Technology Alliance, United Latino Fund, Children's Museum of Los Angeles and other nonprofit organizations throughout California. The National Latina Women Business Association honored her with the 2009 Corporate Leader of the Year Award. The National Latina Alliance, Pomona Valley Boys and Girls Club, Greenlining Institute, Golden State Minority Foundation and the Tri-Council of Big Sisters of Los Angeles have also recognized Lima for her commitment to community service.

Lima holds a Bachelor of Science degree in Organizational Management from the University of LaVerne and a Master's degree in Public Policy and Administration from Californian Lutheran University.