



# KRISTINA RETANA

## EXECUTIVE DIRECTOR, STRATEGY AND COMMUNICATION

Kristina Retana currently serves as the Executive Director of Strategy & Communication here at CCD, where she oversees the Marketing and Brand Experience, Institutional Research, Analytics & Effectiveness, and Grant Development & Compliance departments. With over a decade of experience in higher education, Kristina has dedicated herself to advancing the mission of community colleges, driven by her personal journey as a non-traditional student.

Kristina's path to higher education began as a community college student after she did not complete high school. Determined to create a better future for herself and her family, she enrolled at Broward College while balancing a full-time career and the responsibilities of becoming a wife and mother of three small children. This experience gave Kristina a deep understanding of the obstacles today's students face in achieving their educational goals, fueling her passion for supporting others through community colleges.

Before entering higher education, Kristina gained valuable experience in the private sector, where she worked in various roles, including as a legal assistant, a marketing assistant, and later as an operations manager for a construction firm. These diverse experiences provided her with a broad skill set and a strong foundation in business operations, which she has successfully applied in her higher education career.

Her journey in higher education began in 2011 at Broward College, where she made her mark as the first paralegal for the General Counsel and Vice President of Public Policy and Government Affairs, as well as Board Clerk to the District Board of Trustees. In 2019, she transitioned to the Office of the Provost and Senior Vice President for Academic Affairs and Student Services, where she led communications and provided strategic support to the Provost's cabinet and collegewide initiatives.

Kristina holds an associate degree from Broward College and a bachelor's degree in organizational communication from Florida International University. A lifelong learner, she is finishing her master's in communication.

Born and raised in Broward County, Florida, Kristina and her husband, Edgar, are proud parents of three children—Ethan, Emma, and Eleanora. The family enjoys playing board games, watching and singing along to musicals, traveling, and exploring new parks, zoos, and aquariums.