

**FOR IMMEDIATE RELEASE**

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**MAYOR LURIE ANNOUNCES APPOINTMENT OF DR. DIANA AROCHE TO LEAD  
DEPARTMENT ON STATUS OF WOMEN**

*Dr. Aroche Brings Decades of Experience Driving Policy, Working With Communities  
Across San Francisco and Bay Area*

*Will Work to Improve the Lives of San Francisco's Women and Girls, Ensure Accountability,  
Effectiveness of Public Funding*

**SAN FRANCISCO** – Mayor Daniel Lurie today announced the appointment of Dr. Diana Aroche as executive director of the San Francisco Department on the Status of Women (DOSW). Dr. Aroche will join DOSW with years of experience leading policy and community relations within city government and across the nonprofit sector. At DOSW, she will work to improve the lives of San Francisco's women and girls, while ensuring government is effective, accessible, and accountable for all San Franciscans.

"With more than two decades of work advancing public safety, leading organizational transformation, and supporting women leaders, Diana Aroche will bring thoughtful and effective leadership to the Department on the Status of Women," said **Mayor Lurie**.

"Throughout her career across city government and in community organizations, Diana has brought people from across sectors to the table to get things done. I'm confident she will lead the department with integrity, accountability, and vision, and I look forward to partnering with her to support the women who are the backbone of our communities."

"I am deeply honored to serve as the executive director of the San Francisco Department on the Status of Women. This moment is both personal and historic, as we continue the fight for equity, safety, and opportunity for women, girls, and nonbinary communities in our city," said **Dr. Diana Aroche**. "Especially now, when the civil liberties and reproductive rights of women are in jeopardy, I step into this role with gratitude for those who came before me and with a steadfast commitment to advancing policies, partnerships, and programs that deliver for all of our communities. Together, we will ensure that San Francisco leads with courage, compassion, and justice."

"I am thrilled with the appointment of Diana Aroche as the Director for the Department on the Status of Women. She brings a wealth of experience in working with the communities and organizations that the DOSW advocates for," said **Diane Jones Lowrey, Commission on the Status of Women President**. "She has strong relationships across many City Hall departments that will help ensure the work of the DOSW is well-received and effectively integrated throughout city government. She has a passion for ensuring gender equity and for amplifying the voices of women, girls, non-binary, and gender-expansive people in our

city's governance. We look forward to her leadership of the department and collaboration with the commission.”

Dr. Aroche has more than 25 years of experience working to improve the lives of women and girls and in criminal justice policy and community resilience across government, nonprofit, and education sectors. She is the founder and chief executive officer of AD Strategies, a consulting firm that supports mission-driven leaders and organizations through strategic advising, leadership development, and organizational resilience.

Most recently, Dr. Aroche served as director of policy and public affairs for the San Francisco Police Department. She has served as a senior advisor to former mayors Ed Lee, Mark Farrell, and London Breed, directing more than \$350 million in investments to strengthen community safety, immigrant inclusion, and family well-being. She also held leadership roles at the Department of Public Health; the Department of Children, Youth and Their Families; and community-based nonprofits, where she built coalitions and expanded opportunities for women, girls, and vulnerable communities.

Dr. Aroche earned a doctorate in organization and leadership from the University of San Francisco, a Master of Public Health from San Francisco State University, and a bachelor's degree from U.C. Berkeley.

“Diana Aroche has been a tireless champion for community, violence prevention, and a dedicated public servant for the better part of her career, whom I have had the pleasure of collaborating with,” said **District Attorney Brooke Jenkins**. “I look forward to continuing to partner with her as she steps into this new role at the helm of the Department on the Status of Women. Her experience and expertise will serve her well, and women more broadly, as she leads the department’s work to uplift women’s voices throughout the city and beyond.”

“I am thrilled about Dr. Diana Aroche’s appointment to lead the Department of the Status of Women into its next chapter. During a time when the health and well-being of women and non-binary people are at risk, we need to bring our policymakers and service providers together to improve outcomes and provide a space for empowerment,” said **District 7 Supervisor Myrna Melgar**. “Dr. Aroche is uniquely qualified as someone who has spent her entire career in public service centering the needs of women, immigrants, and youth. Dr. Aroche was instrumental in the substantial reforms at SFPD, and I look forward to her competent, compassionate leadership.”

“Diana has been preparing for this position for years. We are excited that Mayor Lurie appointed Diana—it couldn’t have come at a better time,” said **Olga Miranda, President of SEIU Local 87**. “We look forward to seeing the status of women in San Francisco uplifted because we will be seen and we will be heard by this appointment.”

“This appointment on DOSW is crucial with the current climate in our White House,” said **Mattie Scott, member of the San Francisco Police Commission**. “I congratulate Diana Olivia Aroche, because this is about all of us and not just some of us. We're in it to win it, and together we will.”

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