



HEAR Center Appoints Marisol Perez as Next Executive Director

Seasoned nonprofit leader and accredited communications executive to guide HEAR Center's next chapter of mission-driven growth

PASADENA, Calif. (January 16, 2026)— HEAR Center today announced that Marisol Barrios Perez, a seasoned nonprofit leader, has been appointed as the organization's next executive director, effective January 19.

Serving the community for more than 70 years, HEAR Center provides complete and affordable hearing and speech services at every stage of life so children and adults have access to the care they need to communicate, learn, and thrive.

Perez brings more than 25 years of leadership experience spanning strategic communications, fundraising, donor engagement, and community relations. Her work at behavioral healthcare agencies has deepened her expertise in the human services sector.

In addition, she previously led Mission Driven PR, where she secured millions in public and private grants and built communications infrastructure that strengthened donor engagement and brand equity for numerous nonprofits. Currently, Perez serves as the chair of Public Relations Society of America Western District.

“As HEAR Center enters this next chapter, we are confident in Marisol’s commitment to strengthening our organizational structure, financial stability, and fundraising so children and adults in our community can continue to hear, speak, and connect for generations to come,” said HEAR Center Board of Directors Chair Armida Baylon.

Ellen Simon is retiring after 19 years as executive director and 43 years of service to HEAR Center.

“After serving HEAR Center’s mission, my heart is full of gratitude for our staff, partners, clients, and families,” Simon said. “I leave with great confidence that, under Marisol’s leadership, this remarkable organization will continue to help many more individuals.”

“We are profoundly grateful to Ellen for her extraordinary leadership, vision, and unwavering commitment to our clients and families,” added Baylon.

As executive director, Perez will oversee all aspects of HEAR Center’s operations, including strategic planning, program operations, fundraising, communications, and financial oversight, with a collaborative, data-informed, trauma-informed, mission-driven approach.

“My personal experiences have shaped a deep appreciation for the life-changing impact of hearing and speech services for individuals and families,” said Perez. “HEAR Center’s mission is vital, and I’m honored to work alongside our staff, board, partners, and families to expand



access and strengthen the organization's financial sustainability so more people can benefit from the services we provide."

Simon will work closely with Perez to ensure a seamless and thoughtful transition in leadership, ensuring there will be no disruption in programs and services. To learn more about HEAR Center, visit HEARCenter.org.

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About HEAR Center

Founded in 1954, HEAR Center's mission is to provide complete and affordable hearing and speech services at every stage of life, ensuring that children and adults have access to the services they need to communicate, learn, and thrive.

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