



hartford region

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RozeLyn Beck Joins YWCA as Director of Development and Marketing

Hartford, CT- [YWCA Hartford Region](#) is pleased to announce the addition of RozeLyn Beck as its new Director of Development and Marketing.

In her role as Director of Development and Marketing, Beck will be responsible for developing and cultivating relationships and marketing to increase the financial resources available to maximize the impact of YWCA in the community.

Beck brings 25 years experience with a variety of insurance companies including The Hartford Insurance Group and CNA Insurance Company. She has a broad background in strategic planning, project management, curriculum development and product management, combined with recent training in the nonprofit sector through the [Encore!Hartford](#) program. **Encore!Hartford**, sponsored by the University of Connecticut and various workforce partners, is a leadership development program for seasoned corporate and public-service professionals seeking to transition their expertise to leadership roles in the nonprofit sector. Beck has designed customized development strategies for local organizations and brings a wealth of diverse expertise to the organization.

“I am thrilled to have RozeLyn as part of YWCA’s team. With her talent, skills and passion for volunteering, she is a valuable asset to the organization. I look forward to her contributions to our future success,” said Deborah Ullman, CEO YWCA Hartford Region.

Beck has been a Connecticut resident since 2001 and currently resides in Bloomfield.

Established in 1867, YWCA Hartford Region is the third oldest affiliate of YWCA, a women’s membership movement dedicated to **eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all**. YWCA Hartford Region provides programs and services in the greater Hartford area including child care, supportive housing, teen leadership development, racial justice awareness, financial literacy and economic empowerment. For more information, visit www.ywc Hartford.org and follow us on [Facebook](#) and [Twitter](#)!

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