

Martin Alfaro is an award-winning multimedia news leader, strategist, and entrepreneur. He is the Founder and CEO of **Alfaro Media Consulting**, a boutique firm that offers media and brand consulting services, specializing in strategic planning, content creation, digital marketing, social media management, and brand development.

Alfaro previously served as **Associate Publisher of Philadelphia Gay News**, where he led day-to-day operations and drove forward the organization's digital, technology, and innovation strategies. Before that, he was **General Manager of AL DÍA News**, a pioneering bilingual media platform dedicated to elevating diverse narratives and challenging stereotypes about the Latino experience in the United States.

Deeply committed to community impact and representation, Alfaro currently serves as **President of the Philadelphia Chapter of the National Association of Hispanic Journalists (NAHJ)**. He has also contributed his leadership to several nonprofit boards, including the Greater Philadelphia Hispanic Chamber of Commerce's Young Professionals Network, ALPFA, and Graduate Philadelphia.

Widely recognized for his innovation and influence, Alfaro was selected for **Leadership Philadelphia's 2022 Keepers Cohort**, named **Innovator of the Year** by the Local Media Association, and recognized among **City & State PA's Top 100 Most Influential LGBTQ+ Pennsylvanians**. In 2023, he received the **Business Innovation Leader Award** from *Del Hispano Magazine* and the **Inspire Award** from **ALPFA Philadelphia**.