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Guadalupe (Lupe) Rodríguez is the Director of Public Affairs at Planned Parenthood Mar Monte. Previously, Lupe was the Executive Director at ACCESS Women's Health Justice.

Lupe served on the board of directors of the California Family Health Council, and now chairs the board of ACCESS Women's Health Justice, and sits on the board of California Latinas for Reproductive Justice. She also serves as the Chair of the Santa Clara County Commission on the Status of Women and is an adviser for the Women's Health & Rights Program at the Center for American Progress in Washington, D.C.. In 2010, Lupe was honored with the 'Generation Award for an Emerging Leader' from the California Coalition for Reproductive Freedom, and she received the "Mi Gente" 30 Under 30 award by Silicon Valley Latino. She has a BA in neurobiology from Harvard University.