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Sonoma Humane Society Announces Executive Director Hire

Santa Rosa, CA - The Sonoma Humane Society (SHS) Board of Directors announced today that Cindy Roach has been named Executive Director. Cindy has a unique combination of business and animal welfare experience that will allow her to successfully lead the organization and advance the mission of SHS.

With close to 8 years at the Sonoma Humane Society, Cindy has been serving as Interim Director since December of 2015. Her experience with the organization includes her recent role as Vice President of Programs, where she oversaw SHS's wide range of programs: Adoptions, Volunteer Services, Shelter Medicine, Behavior and Training, Foster Care, Low Cost Spay/ Neuter Services and Marketing.

Prior to her role as Vice President of Animal Programs, Cindy acted as Development Director, where she helped the organization increase donation support by 47% during her 6 year term.

"Cindy has been a valued employee of the Sonoma Humane Society for years. She understands the needs and challenges of our organization and works with the team to solve problems and advocate for the animals,' said Evelyn Mitchell, SHS's Board President. 'During Cindy's tenure as Interim Executive Director, she has proven her ability to lead this organization. She has developed great relationships with our donors, volunteers and staff and she is highly respected by them. We've received so much positive feedback about her in this role, it is clear we made the right choice!"

Before joining the Sonoma Humane Society in 2008, Cindy's professional career included 14 years of successful media sales, marketing and upper level management with the Press Democrat Media Company.

A Santa Rosa native, Cindy shares her home with her two rescue dogs, Maggie and Wiley (who are both alumni of SHS), and her husband Jerry. She is mother to son Nick and daughter Lindsay.

The Sonoma Humane Society has cared for homeless, neglected and abused companion animals for 85 years. The Society depends on local community support and does not receive government tax dollars or funding from any national organization. Sonoma Humane Society also strives to educate the community on compassion, respect, and kindness toward all living things. For more information, call (707) 542-0882, or visit the Society's web site at www.sonomahumane.org.

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