MARK REYES

SENIOR VICE PRESIDENT OF PROGRAM IMPACT

Mark Reyes is Senior Vice President of Program Impact at the Urban League of Broward County, where he provides executive leadership and strategic oversight for a comprehensive portfolio of programs advancing economic mobility and improving outcomes for individuals, families, and communities. In this role, Mark directs the organization's program strategy, implementation, performance management, quality assurance and improvement, and impact measurement across multiple service areas, including education, workforce development, housing, health, and justice.

With nearly 30 years of experience in the nonprofit sector, Mark has built his career around strengthening organizations, developing high-performing programs, and translating mission into measurable community impact. His areas of expertise include nonprofit management, program strategy and operations, outcomes and performance management, organizational effectiveness, board governance, and continuous quality improvement. He has also championed the strategic use of data, technology, and innovation to strengthen organizational capacity, improve decision-making, and increase program effectiveness.

Mark's leadership is grounded in the belief that meaningful impact requires more than delivering services—it requires organizations to clearly define the results they seek, measure what matters, use data to inform decisions, and continuously adapt to better serve their communities. Throughout his career, he has led teams and initiatives focused on strengthening accountability, building organizational capacity, improving systems and processes, and fostering a culture of collaboration, innovation, and results.

Born in Homestead, Florida, and raised in Tampa, Mark began his nonprofit career in New York after earning his undergraduate degree in American Studies from Yale University. After eight years in the nonprofit sector, he returned to Yale to earn his MBA, with a focus on nonprofit management. Throughout his career, Mark has held frontline, management, and executive leadership positions spanning program management, development, administration, community engagement, board governance, and organizational strategy, providing him with a comprehensive perspective on the opportunities and challenges facing nonprofit organizations.

Mark is also deeply committed to civic and community leadership. He is an alumnus of Leadership Broward, Class XXXVIII, and has contributed his leadership to cross-sector collaborations and community initiatives focused on strengthening systems and expanding opportunities throughout Broward County.

Outside of work, Mark enjoys traveling, staying active, and playing tennis.

Urban League of Broward County