



Gricelda Estrada serves as Administrative Executive Assistant in the City of Grand Rapids Executive Office, and has served in this position since January 2018. She is an integral part of the Spanish language Radio show La Ciudad Habla, broadcasting bi-monthly live local radio shows, and the monthly TV Spanish language show, Platica con La Ciudad. Ms. Estrada is a founding member of the West Michigan Local Government Latino Network.

Prior to joining the City of Grand Rapids Ms. Estrada worked in the field of higher education for 14 years with a focus on program development in the areas of academic growth, cultural programming, multicultural student support, and community outreach and engagement. Ms. Estrada worked in the development, coordination, implementation, and assessment of these programs.

During her time at the University of Wisconsin- Milwaukee, she has worked on committees to assist the creation and establishment of PALM, a Latino scholarship fundraiser, Cinco de Mayo, Hispanic Heritage Month celebrations, Latino focus booked clubs. Ms. Estrada also served as advocate and advisor to students at risk of academic dismissal and worked individually with students to reestablish a path to success. Ms. Estrada served on a variety of committees including Academic Policy Committee, the Assessment Team, and the WER-IT team.

Ms. Estrada earned a Master of Education in Higher Education Administration and a Bachelor Degree in Business Administration.