**Luz Varela**

Director of Communications

UnitedHealthcare

Luz has nearly 20 years of corporate communications experience in the agency, nonprofit, and corporate sectors.

At UnitedHealthcare, she drives external communications efforts for National Accounts of the insurer’s commercial business. Among the initiatives she leads are, open enrollment, Advocacy and the partnership with the Health Action Council.

Previously, Luz served as a corporate spokesperson for AT&T and Target, led enterprise communications for McKesson corporation, and supported the American Heart Association’s office of health equity to create a culture of health among under-resourced communities.

In other roles, Luz supported multicultural communications programs for AstraZeneca and Johnson & Johnson, managed customer communications campaigns for American Airlines, and ran content creation to support the U.S. Army’s recruiting initiatives.

Luz holds a Master of Journalism from the University of North Texas and a degree in Business Administration from Northwood University. She lives in Dallas, TX with her husband and two children.

Originally from Mexico City, Luz speaks Spanish fluently.