



Carmen Valencia-Castillo
Director of Marketing and Communications
Wall and Ceiling Alliance (WACA)

Carmen Valencia's diverse background encompasses media, marketing, and construction management. Her career commenced in the dynamic media world, where she not only garnered accolades as a recipient of a distinguished Emmy Award from the Academy of Television Arts & Sciences and a Silver ADDY award from the American Advertising Federation (AAF) but also led successful television marketing campaigns and impactful community relations initiatives, setting the stage for her multifaceted professional journey.

Carmen transitioned her career journey in the construction industry over 14 years ago with the Northern California Drywall Contractors Association (NCDCA). She was selected by the board of directors and played a pivotal role in establishing WACA, the Wall And Ceiling Alliance. Her expertise and background have propelled WACA to the forefront as a recognized wall and ceiling association nationwide, emerging as a national leader in the field and pioneering innovative programs that set industry standards.

Carmen spearheads strategic initiatives for three prominent trade associations in Northern California: Northern California Floor Covering Association, Wall And Ceiling Alliance, and Northern California Contractors Association.

Carmen sits on various committees that help establish and support construction and diversity within the trades. She serves on the marketing committee for SWACCA (Signatory Wall And Ceiling Construction Association). A committee member of Finishing Trades Workforce Development Committee (FTWDC), a dedicated group focused on promoting and increasing the participation of women in the trades to foster a more equitable industry. She also dedicates her

time to supporting local Latino organizations, championing efforts to break down barriers and promote diversity in the community.

Carmen holds a double bachelor's degree in Marketing and International Business from SJSU. She is also a founding member of Lambda Theta Alpha, underscoring her dedication to driving positive change and innovation in every endeavor.