

**Jorge Rodriguez**

Community Alert and Warning Coordinator  
County of Sonoma Department of Emergency Management

Jorge has been in emergency management for over 8 years. While he's been with Sonoma County DEM since June 2020, he was in the county as an EMMA resource for 13 days during the 2019 Kincade Fire. His experience includes bilingual public information work, producer of live stream press briefings during COVID-19, and radiological emergency preparedness and planning. He is a Certified Emergency Manager by IAEM. In his formal role as Community Alert and Warning Coordinator, Jorge was responsible for managing the SoCoAlert mass notification system, and the auto-generated message system, and also had a hand in general planning and operations. He is now the Supervising Emergency Services Coordinator overseeing the Emergency Coordination Division.