

Wendy Urushima-Conn

President and CEO, UPAC

Panelist



Wendy Urushima-Conn is the president and CEO of UPAC a multicultural Behavioral Health Organization in San Diego serving more than 34,000 adults and children each year in 30 different languages. Prior to joining UPAC Wendy was the president and CEO of the Epilepsy Foundation of San Diego County. Wendy has more than 30 years of experience in community outreach, fundraising, and marketing. She previously served as president and CEO of the Asian Business Association and associate executive director of the Center for Community Solutions where she was the chief fundraising and marketing officer focusing on sexual assault/domestic violence intervention and prevention. Wendy also worked for more than a decade at KGTV/10News as community affairs manager, promotion manager and as a weather and traffic reporter.

Her core belief is to improve our community. She is the President of the San Diego Rotary Foundation, and immediate Past President for San Diego Rotary, Club 33, the 33rd oldest and 12th largest Rotary Club worldwide. She is the Vice Chair of the City of San Diego Women's Commission. She is the immediate past chair of the Board of Library Commissioners, and the immediate past chair of the Southern California Diversity Council. She is a former Trustee with the San Diego Public Library Foundation and recently served on the Mayor's Asian Pacific Islander Advisory Council. She is also the past board chair for the Asian Business Association Foundation as well as past board chair for Girls Incorporated.

Wendy has served as a respite care provider for foster youth, and for more than a decade personally underwrote the Harvey Simmons Memorial Scholarship, named in honor of her late husband, to assist high school students heading to college. Her awards include: Distinguished Women of the 40th District from Senate Minority Leader, Brian Jones; California's 20 Most Powerful and Influential Women, National Diversity Council; Women of Dedication, Salvation Army; Women of the Year, State of California; YWCA Twin Award; San Diego Business Journal, Women Who Mean Business and SD500; *San Diego Magazine*, Women Who Move the City; Girl Scouts Cool Women. Most recently, in December 2025, Wendy was one of the top 10 Leaders featured on the cover of the San Diego Business Journal's SD500, honoring the most influential leaders in San Diego. A graduate of UC San Diego, Wendy is a sought-after speaker, and frequent guest lecturer at UCSD Rady School of Management, as well as a professional moderator and emcee. She is married with two daughters and enjoys running 100-mile ultra-marathons.