Girl Scouts of Eastern Massachusetts Welcomes Cecilia Gutierrez Yapur as Chief Mission Delivery Officer

As Chief Mission Delivery Officer, Gutierrez Yapur will lead efforts to expand access, enhance program quality, and deepen the organization's impact across Eastern Massachusetts.

WALHAM, MA (June 25, 2026) – The Girl Scouts of Eastern Massachusetts (GSEMA) has appointed Cecilia Gutierrez Yapur as Chief Mission Delivery Officer (CMDO), a key executive leadership role responsible for translating the organization's mission into impactful, measurable programs and services that empower girls across Eastern Massachusetts.

As Chief Mission Delivery Officer, Gutierrez Yapur will bridge the gap between organizational strategy and day-to-day program execution, helping ensure that GSEMA's leadership development programs reach more girls and deliver meaningful outcomes. She will play a critical role in setting strategic program direction, implementing local and national initiatives, and developing a sustainable, scalable mission delivery model designed to significantly increase participation in Girl Scouting's leadership development experiences.

This hiring marks another addition the Girl Scouts of Eastern Massachusetts (GSEMA) C-suite leadership team under Monica Roberts. Roberts stepped into the CEO role in November 2024 with a bold vision for the organization: to expand access in underserved communities and ensure the Girl Scout experience is accessible to all. Since her appointment, she has successfully filled two additional C-suite positions, strengthening the executive leadership team and advancing the organization's strategic priorities.

"As Girl Scouts of Eastern Massachusetts continues to grow its reach and impact, Cecilia's expertise in scaling programs, building partnerships, and advancing community-centered initiatives will be instrumental in helping us serve more girls," said Roberts. "Her leadership will strengthen the experiences we provide and ensure more girls have opportunities to build confidence, discover their potential, and become leaders in their communities and beyond."

A trained electrical engineer, Gutierrez Yapur brings extensive experience in operations, leadership, program development, and community impact. She began her career in Argentina and later worked with Unilever Latin America, where she led product development initiatives and managed large-scale innovation and supply chain operations across the region. Her corporate

experience helped shape a strong foundation in strategic planning, data-driven decision-making, and operational excellence.

After relocating to the United States, Gutierrez Yapur transitioned into the nonprofit sector to focus on creating opportunities for underserved populations and strengthening communities. Most recently, she served as Director of Programs at the Coalition for a Better Acre (CBA), a community development organization based in Lowell that advances affordable housing, economic opportunity, resident empowerment, and neighborhood revitalization. In this role, she led community-centered programs, managed cross-functional teams, and built partnerships that supported youth development, family engagement, civic leadership, and Latino empowerment throughout Lowell and the Merrimack Valley.

Fluent in Spanish, English, and Portuguese, Gutierrez Yapur has extensive experience working across multicultural communities and is passionate about expanding access to leadership opportunities for all young people.

Her commitment to youth development extends beyond her professional career. For more than 16 years, she has served as a coach, mentor, and judge with FIRST Robotics, including extensive work with all-girl teams that encourage young women to pursue leadership and careers in science, technology, engineering, and mathematics (STEM).

In addition, Gutierrez Yapur serves on several nonprofit boards and community initiatives throughout the region, supporting efforts focused on education, youth development, and community well-being.

To learn more about Girl Scouts of Eastern Massachusetts, visit www.gsema.org or follow them on social @girlscoutsemass (Instagram, Facebook, and LinkedIn) to see what Girl Scouts are up to in its 178 eastern Massachusetts communities.

About Girl Scouts of Eastern Massachusetts
Girl Scouts of Eastern Massachusetts helps girls discover their strengths, build confidence, and develop the skills to shape their futures. Serving more than 30,000 youth and adult members across eastern Massachusetts, GSEMA creates safe, welcoming, and culturally affirming spaces where girls feel seen, valued, connected, and empowered to lead.

From conducting science experiments and exploring the outdoors to launching businesses through the Cookie Program and advocating for change in their communities, Girl Scouts gain hands-on experiences that foster courage, confidence, and character. Supported by trusted volunteers, mentors, and a powerful network of Girl Scout alums, they build the skills, relationships, and resilience to thrive, while making the world a better place.

To volunteer, reconnect, donate, join, or learn more, visit gsema.org