

MAGALY URDIALES

Co- Executive Director, Western North Carolina Worker's Center
<https://www.wncworkerscenter.org/>



Magaly Urdiales is the Co-Executive Director of the Western North Carolina Workers' Center, where she leads strategies to build worker power across rural industries through organizing, education, and direct action. Drawing on nearly two decades of experience in community-based education and worker justice, she centers popular education, healing, justice, and racial equity as core components of structural change.

Her leadership has helped shape a multi-dimensional worker justice model grounded in leadership development, critical consciousness, and participatory action research. Through leadership circles and community-rooted campaigns, workers identify workplace priorities and lead efforts to shift policies and practices from within. Her approach builds long-term leadership pipelines, advances culturally responsive organizing, and promotes sustainable transformation in underresourced communities.

She is also the Co-Founder of JMPRO Community Media, where rural and Indigenous reporters lead civic storytelling to address social determinants of health and improve access to essential resources and care.

Magaly has contributed to statewide equity efforts through her service on the Inaugural Unifying Council of the NC Latinx Collaborative, advancing participatory grantmaking, and as a member of the Health Policy Cohort of the North Carolina Leadership Forum, where she engaged cross-sector leaders to co-develop policy solutions to improve health outcomes for North Carolina.