Mel Ochoa is the Senior Director, Marketing and Communications for Achievement First, a high-performing network of 22 non-profit, college-preparatory, K-12 public charter schools in Brooklyn, Connecticut and Rhode Island. He works across the network to build the organization’s marketing and communications initiatives around teacher and student recruitment, fundraising, advocacy, branding, advertising, messaging, social media, web content, and media relations. Achievement First believes that all children, regardless of race, economic status or zip code, can succeed if they have access to a great education.

Mel holds a MBA from Stern School of Business at NYU and a Bachelor's degree with majors in History and Rhetoric from the University of California, Berkeley.