

Introducing

CHUCK
ROCHA

FOUNDER AND PRESIDENT OF SOLIDARITY
STRATEGIES | KEYNOTE SPEAKER



INKWELL



MGMT

Chuck Rocha didn't start his career in Washington, D.C.—he started in the woods of East Texas.

Raised in a working-class community, Chuck began organizing early in life at United Rubber Workers Local 746, where he became the youngest officer of the 1,200-member union at just 22 years old. By 29, he broke barriers again as the youngest and first person of color to serve as National Political Director for the United Steelworkers of America. In that role, he helped build one of the most influential labor political operations in the country, mobilizing working people and shaping national campaigns.

But Chuck's path to leadership didn't follow the traditional script. He never attended college, had a criminal record in his youth, and became a single father at the age of 20. Rather than letting those challenges define him, he turned them into fuel—building a career grounded in grit, opportunity, and the belief that leadership should reflect the people it serves.

In 2010, Chuck founded Solidarity Strategies, a firm built on the idea that diversity, inclusion, and mentorship are essential to the future of politics. Over the past decade, the firm has employed more than 100 young professionals of color and grown into one of the most successful minority-owned political consulting firms in the nation.

Chuck has worked on some of the most consequential campaigns in modern politics, including both presidential runs of Senator Bernie Sanders, and made history as the first Latino to run a U.S. presidential campaign.

Today, Chuck shares the lessons from his unlikely journey—about resilience, leadership, and building movements that give people a seat at the table. While his professional achievements are significant, he'll tell you his greatest accomplishment isn't in politics at all—it's being the proud grandfather of his twin grandsons, Wyatt and Rowan.

ABOUT CHUCK

A man with a goatee and glasses, wearing a black vest with a logo, speaking at a podium. The vest has a logo that says "WV" with a star and "West Virginia" below it. There is a signature in the top right corner.

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"Few speakers can do what Chuck Rocha does: walk into a room full of seasoned elected officials and leave every single one of them energized, informed, and entertained. His command of political data, his gift for connecting history to today's headlines, and his natural charisma make him the rare speaker who resonates across every level of office and background. NALEO Members don't just enjoy Chuck — they remember what he says. That's the mark of a truly exceptional communicator."

Erica Bernal-Martinez

Chief Executive Officer, NALEO Educational Fund

CHUCK ROCHA


From the Woods of East Texas to National Politics

A powerful personal story about resilience, second chances, and breaking barriers. Chuck recounts his journey from factory worker to union organizer to national political strategist despite never attending college, overcoming a criminal record, and becoming a single father at 20.

AUDIENCE TAKEAWAYS

- The power of grit and resilience
- Turning adversity into leadership strength
- Building confidence when the odds are stacked against you





“Chuck commands the stage with a unique combination of energy, intellect, humor, and tell-it-like-it-is candor that resonates with audiences and challenges them to think differently and boldly for lasting impact.”

Kate Coleman

Senior Vice President, Political and Advocacy Engagement, TelevisaUnivision



SEE HIM IN ACTION

READY TO BOLDLY MAKE A MARK ON YOUR EVENT?

Inkwell MGMT is here to collaborate with you to bring Chuck Rocha's energy and expertise to your next event. Whether you're looking to inspire, motivate, or educate your audience, Chuck Rocha is ready to deliver a transformative experience.

Let's make it happen! Connect with Stevie Johns at Inkwell MGMT today, and together, what we create will be unforgettable.

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