

Rozalyn Lucero-Corona

“...Roz is passionate. Roz is a lover. Roz does things to the extreme... Roz wants a lot, and it's not about material things. Roz wants to make changes. Roz wants to impact and create a legacy.”

Every woman has a story. But some stories shake rooms, open doors, and redefine what's possible. In Her Words is SAR's series spotlighting trailblazing women who lead with courage, shape community with intention, and inspire the next generation through purpose, resilience, and grace.

Rozalyn Lucero Corona is one of those women. A Los Angeles native, she carries the heartbeat of the city in her spirit: its energy, its resilience, its drive. Being told 'no' never slowed Roz down; it fueled her ambition to rise and lift the women around her, creating a ripple effect of empowerment.

Raised by two Angelenos, her father from South Central and her mother from Maywood, who first met while cruising the vibrant streets of Los Angeles. Roz's story is deeply rooted in the city's culture and the strength they instilled in her. Cruising wasn't just part of her father's past, it became the heartbeat of their bond, a tradition he lovingly shared with Roz. Even after his passing, the spirit of car shows and her dad's knowledge lives within her as an inspiration for her work. Those nights weren't only about the cars; they were about family, identity, and a community that shaped who she is today.

As a young woman and later a single mother, Roz faced moments that could have shattered her spirit. She survived sexual assault, and from that trauma came the birth of one of her children, a reminder of both her deepest pain and her greatest strength. She navigated unhealthy relationships, raised her children in the face of personal hardship, and carried the weight of struggles that might have silenced others. Yet Roz refused to be defined by tragedy. Instead, she transformed her scars into unyielding strength, her hardships into determination, and her story into a source of empathy and power. Today, she embodies what it means to be a true Chingona, a woman who rises, fights, and leads with unapologetic courage.

Roz's journey from pain to empowerment didn't end with her own healing; it sparked



something greater, an opportunity to build a space where women could feel uplifted and heard, something that Roz sought herself. What began as a casual idea on Myspace and Facebook grew as people reached out, inspiring Roz to create a space where women could truly support each other. Over a lemon chicken Caesar and a lemon drop lite, Roz reflected on the name that would become the Chingona Community, a name she chose with her daughter.

The name sparked debate. “Chingona” can be seen as bold or strong in Spanish, but Roz embraced it as a reclamation, redefining it to represent independence and strength. “At the time it was to do more networking. Where I was networking was not inclusive enough... I wanted to break that and bridge everyone,” she says. Chingona Community became a movement for connection, empowerment, and creating space for women to thrive.

Looking ahead, Roz is expanding Chingona to reach women at every stage of life, not just recent graduates. “Just because you don’t have a degree doesn’t mean you aren’t a hard-working employee,” she says. Next year, she plans to create space and a platform that uplifts all women, especially those often overlooked.

Roz has turned a life of struggles, as a single mom facing countless challenges, into a force that not only uplifts women but creates spaces where women can connect and grow professionally. Her impact comes not only through the Chingona Community but through everything she does to inspire and empower, proving that true strength comes from embracing who you are. Her story serves as a testament to struggles evolving into strengths. As she says, “Stay Chingona, stay badass, stay fearless and stay who you are. Everyone’s Chingona is different.”

Through every challenge and triumph, Roz lives by one motto: “Can’t stop, won’t stop...”

And that’s exactly what she does.

This is Rozalyn. This is SAR.