
Priscilla Rodriguez

SENIOR VICE PRESIDENT,
COLLEGE READINESS
ASSESSMENTS



About

A first-generation American who credits the PSAT/NMSQT® and SAT® with changing her life, Priscilla is deeply committed to access and equity in our work.

Prior to leading the College Readiness Assessments division, Priscilla created and launched College Board Opportunity Scholarships, a unique program that annually awards more than 7,000 students with \$4.6 million in scholarships simply for taking important college planning steps during their junior and senior years.

The BigFuture® Scholarships, as they're now known, helped more than 3,000 students prepare and pay for postsecondary education after high school in the 2023-24 school year, and more than half of the recipients were students from low-income backgrounds that needed financial support.

Prior to joining College Board, Priscilla was senior vice president at the Poses Family Foundation. There she developed and managed Understood.org, the Webby-winning online resource for parents of children with learning and attention issues. At the Bridgespan Group, Priscilla worked as a strategy consultant for large foundations and nonprofit organizations. She began her career in investment banking and private equity.

Priscilla earned her MBA from the Harvard Business School and her bachelor's degree in finance and marketing from the University of Virginia. She lives in Washington, D.C., with her husband, two daughters, and dog.