



Deborah Rios-Barnes

Assistant Director of Community Relations and Cause Marketing

Orlando Magic

Deborah Rios Barnes joined the Orlando Magic on February 14, 2000. Her current responsibilities as assistant director of community relations and cause marketing include maintaining strategic relationships to maximize organizational outreach efforts across all segments of the community. Additionally, Rios-Barnes oversees cause related initiatives for corporate partners, working closely to ensure strategic community placement with a results-oriented outcome. In her previous role as community relations manager, Rios-Barnes spearheaded player development community initiatives, the scholarship program, special events, donations and autograph sessions.

Prior to joining the Orlando Magic, Rios-Barnes worked for Barnett Bank in the Hispanic sales & marketing department. In 2010, she was honored with the Community Support Award from the Hispanic-American Professional and Business Women Association (HAPBWA) and in 2007 she was recognized by Mayor Buddy Dyer and Vice-Mayor/Commissioner Dr. Velma Williams for her dedication to community service. In 2000, she was also recognized for her participation in the YMCA Adult Achiever/Developing Hispanic Leaders program.

Rios-Barnes serves as chairperson for the Orange County Boys & Girls Club Downtown; she is also on the board of directors of the Hispanic Business Initiative Fund (HBIF), United Negro College Fund (UNCF), Hispanic Heritage Scholarship Fund (HHSF), Boys & Girls Club of Central Florida, Kissimmee/Osceola Chamber of Commerce, Disability Chamber of Commerce and the Hispanic Business Council. She is an active and dedicated volunteer in the Central Florida community.

Rios-Barnes graduated from the University of Phoenix with a degree in business management. She resides in Orlando with her husband, Malcolm, and their two children, Nicole (27) and Noelle (14).