Dr. Marlene Orozco

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Full Bio

Dr. Marlene Orozco is Senior Research Advisor to LatinoProsperity and CEO & Founder of Stratified Insights, a research and data analytics consultancy advancing equity through rigorous, culturally grounded analysis. She is a nationally recognized sociologist, researcher, and thought leader on Latino entrepreneurship, economic mobility, and workforce development. Over the past decade, she has led large-scale, data-driven studies that inform national policy, guide organizational strategy, and strengthen ecosystems across the public, private, and nonprofit sectors.

Her scholarship has been published in Small Business Economics, Social Science Quarterly, and Qualitative Sociology. She is the co-editor of Advancing U.S. Latino Entrepreneurship (Purdue University Press), and her insights have been featured in Bloomberg, Forbes, MarketWatch, and other major outlets. Dr. Orozco has authored numerous industry reports, including multiple editions of the State of Latino Entrepreneurship, and has contributed to national studies on immigrant business ownership, capital access, and wealth inequality.

Before founding Stratified Insights, Dr. Orozco managed global policy research at Meta, leading research on small business development and digital transformation across international markets. She previously served as an Associate Research Director at Stanford Graduate School of Business, overseeing research initiatives on entrepreneurship.

Dr. Orozco holds a Ph.D. in Sociology from Stanford University, an M.A. in Education Policy and Management from Harvard University, and a B.A. with Honors in Sociology from Stanford University. She has been named 40 under 40 Top Young Professionals in both Silicon Valley and Los Angeles.