Rosa Estrada

Senior Director of Accounting and Corporate Controller

Rosa Estrada joined Gentex in 2002 as a Team Member on the production floor. Rosa moved to Michigan from Mexico at the age of 18 and spoke limited English. She moved out of the operations department and started working in the Quality department and eventually in accounting as an Accounts Receivable Specialist. Rosa attended classes at Grand Valley State University and earned a bachelor’s degree in Business Administration. She received several promotions and is now responsible for all international accounting, audit, and accounting governance-related matters. Rosa is also a member of the work team who implemented the Spanish-speaking manufacturing lines program at Gentex for which she was named one of the 25 most influential Latinos in West Michigan by Vive Michigan magazine. Rosa holds a Master of Business Administration from GVSU and received the Dean’s Citation for Academic Excellence in the Seidman College of Business.