Rosa is a principal and general counsel of Avenir Holdings, LLC and the Landstar group of companies. In that capacity, she oversees all activities related to deal management and public outreach, and is also responsible for all legal affairs for the Landstar group of companies.

Rosa has more than twenty five years of experience in all aspects of deal acquisition, approvals, finance, management, development, construction and sale, with a specialty in large scale, mixed use communities involving complex land use, zoning, approval, permitting and planning efforts.

Rosa is responsible for creating and implementing project strategy, interfacing with governmental and community stakeholders, and guiding and managing consultant groups to achieve land use, zoning and development goals. For the past seven years, Rosa has helped lead the approval and permitting efforts for Avenir, a planned approximately 4700 acre mixed use community in the City of Palm Beach Gardens.

Rosa graduated from Harvard University with an A.B. in government in 1988 and received her J.D. from University of Miami in 1991. Following law school, Rosa worked at large law firms, including Baker & McKenzie and Kirkpatrick & Lockhart. She later served as general counsel for Centres Inc., a national retail developer, before joining Landstar in 2003.