



Ursula Robinson is the founding President & CEO of PACE of the Triad, located in Greensboro, NC. PACE is an acronym for Program of All-inclusive Care for the Elderly which began operations in July 2011. PACE is a home and community-based program designed to assist older adults experiencing chronic health conditions remain in their home. Under Ursula's leadership, PACE of the Triad is the third largest PACE program in NC and the first PACE program in North Carolina to provide an Alternative Care Setting serving rural participants. PACE employees over 100 employees, volunteers and over (250) acute, long-term care and medical specialist. The program has served over 500 participants and families since inception and has been approved to expand to Winston-Salem in 2024.

Prior to PACE, Ursula was employed with Hospice and Palliative Care of Greensboro for (18) years in various progressive leadership roles. Ursula currently serves on the following Boards of Directors: Cone Health Foundation, NC PACE Association, National PACE Association, NC LeadingAge Association, National Leadingage Association and Thornwell institute for abused and troubled children. Previous Boards consisted of Greensboro Urban Ministry, Triad Health Network and Department of Social Services. Ursula has taught at Duke's Divinity School and the University of North Carolina at Greensboro. Ursula has a master's degree in health care administration from Phiefer University and a master's degree in social Worker from University of North Carolina at Chapel Hill. She enjoys volunteering with her church St. James Presbyterian church where she has served in numerous roles including but not limited to Elder, Deacon, Nominating Committee Chair, Emergency Assistance chair and Worshipper of Praise Dance Ministry. Ursula serves on the Salem Presbytery Commission on Ministry. She is an active member of Delta Sigma Theta Sorority. Ursula's awards have included but is not limited to NAACP's Community Service Award, NC PACE Association's Leadership Award, Social Worker of the Year, Social Work Manager of the Year. Mrs. Robinson was spotlighted by the North Carolina Community and Justice organization for her commitment and work in the Diversity, Equity, Inclusion and Belonging space and Diversity Woman Elite 100 Women business leaders. Ursula is married to Ralph Robinson, and they have two adult children Devin and Alexis.