



Felita Rodriguez

Director of Benefits
USAA

As USAA's Director of Benefits, Felita oversees the strategy and benefit design solutions to support the physical and emotional wellness of more than 37,000 employees. She joined USAA in 2013 and has been keenly focused on serving others by providing positive wellness outcomes to improve the lives of employees and their families. Prior to joining USAA, Felita spent more than 20 years in various HR leadership roles including overseeing HR functions for a global, publicly traded organization as well as delivering benefits solutions for one of the largest senior primary care and specialty care medical groups in San Antonio.

Felita holds a Senior Professional in Human Resources certification from the Society for Human Resource Management and has a Bachelor of Science degree in Business Administration from Texas A&M University, College Station.