

C. LeRoy Cavazos-Reyna, MPA
Advisory Board

C. LeRoy Cavazos-Reyna, a Mission, Texas native has been committed to service, community development, diplomacy, and political activism. In 2022, he founded Localism, Inc. a premier consulting firm to help minority businesses, corporations, and nonprofits to achieve their government affairs, international relations, procurement, and diversity, equity and inclusion, goals.

Previously he worked for the US Hispanic Chamber of Commerce as their Vice President of Government and International Affairs, representing the interests of five million Hispanic-owned businesses across the country who annually have an impact of \$800 billion to the U.S. economy. Before his time in Washington DC, he worked for Coca Cola Southwest Beverages a company of Arca Continental as a Senior Manager of Public Affairs and Communications where he managed public engagement and community relationships across Texas and Northern Mexico.

Formally, he was the Vice President of Government Affairs for the San Antonio Hispanic Chamber of Commerce, America's first Hispanic business organization founded in 1929. In that role, he developed public policy and reviewed legislation that would enhance the evolution of Hispanic business in San Antonio and abroad. On behalf of the organization, he worked on diplomatic affairs in Spain and Mexico. Passionate about communication, business, political activism, diplomacy, and policy, he was key in developing the vision for the role that these sectors play in comprehensive community development.

He serves on the boards for the Texas Lyceum's Class of 2018, Every Texan, and is Vice Chairman of the Texas Border Coalition. A graduate of the UT Rio Grande Valley formally UT Pan-American, he holds a Master's in Public Administration, a Bachelor's of Arts in Communication with an emphasis in Journalism, Advertising and Public Relations and a degree in Spanish with an emphasis in Literature and the History of Spain.