



## Conduit Government Relations

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Advocacy  
Public Affairs  
Public Relations  
Legislative Affairs  
Government Relations  
Environmental Justice

## Alex Rodriguez

Chief Executive Officer

### Executive Biography

Alex Rodriguez, CEO of Conduit Government Relations, works with companies to meet their strategic communications needs, government branding efforts, reach urban markets and the Latino market. Involved in public affairs and ethnic marketing since the mid 1980s, Alex has earned a reputation as one of the industry's top strategic minds and recognized for his work in Diversity, Equity and Inclusion. Throughout his career he has counseled many of the nation's top organizations, including DirecTV, the Imperial Irrigation District, BHP Billiton, adidas, the Archdiocese of Los Angeles, Antioch University, American Express, Sprint PCS, and many others. His areas of expertise include Hispanic marketing, minority enterprise development, government relations, Environmental Justice, public affairs, and public relations. Prior to launching Diversity Consulting Group, LLC in 1995 Alex spent over four years at Hispanic Business Magazine as Senior Vice President of the Strategic Services Group and a board member.

In November, 2022, Alex was appointed to the prestigious Dean's Council of the Bren School of Environmental Science & Management at the University of California, Santa Barbara. Alex currently serves on the Santa Barbara County Finance Corporation's board of directors and was elected president in 2021. Alex is currently president of the La Cumbre Mutual Water Company's board of directors, and was appointed to the US EPA's National Drinking Water Advisory Council in December 2021 by the Biden Administration. In 2006 Alex was appointed to the board of directors of the 19th District Agricultural Association by former California Gov. Arnold Schwarzenegger. He was reappointed by Gov. Schwarzenegger for a second term, and Gov. Jerry Brown for a third, and served four consecutive terms as president of the board.

Alex's experience on non-profit boards includes: four years as Secretary of the California Hispanic Chambers of Commerce; two terms as President of the Santa Barbara Hispanic Chamber of Commerce; and former Treasurer of the National Association of Latino Independent Producers. Alex was a key member of Laureate International Universities' Hispanic outreach advisory board and Antioch University Santa Barbara's Board of Visitors.

Alex attended the University of California at Santa Barbara where he majored in Film Studies, and holds a BA in Business Management from Antioch University. In 2004 Alex participated in the highly acclaimed Minority Enterprise Development program from Dartmouth University's Tuck School of Business in partnership with the Minority Business Development Agency.

Alex has been a student of the martial arts since the age of eight, holding ranks in multiple arts, and is currently a fourth degree black belt (master) in Hapkido, and was inducted into the USA Martial Arts Hall of Fame in 2020. A native of Southern California, Alex resides in Santa Barbara with his wife and son.

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