



Adriana Cruz

Executive Director, Economic Development & Tourism
Office of Governor Greg Abbott
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In October 2019, Adriana Cruz was appointed to lead the Governor's Economic Development and Tourism Office. The Office markets Texas as one of the world's premier business and travel destinations. As Executive Director, Cruz provides leadership to Business and Community Development, Economic Development Finance, Texas Tourism, Texas Workforce Investment Council, Texas Music Office, and the Texas Film Commission.

Cruz has more than 20 years of leadership experience in economic development, marketing, and international business. Prior to her appointment to lead the Texas Economic Development and Tourism Office, Cruz was President of the Greater San Marcos Partnership, the regional economic development organization established to encourage and nurture economic growth in San Marcos, and Hays and Caldwell Counties. Previously, Cruz was the Vice President of Global Corporate Recruitment for the Austin Chamber of Commerce.

In April 2020, Cruz was appointed by Governor Greg Abbott to the Strike Force to Open Texas, a team of nationally recognized private and public leaders to advise the Governor on safely and strategically reopening the state of Texas. In January 2020, Governor Greg Abbott appointed Cruz to the Advisory Council on Cultural Affairs, and named her vice chair of the council. In 2021, the Governor appointed Cruz to the Texas Freight Advisory Committee. She also serves on the Texas Economic Development Council and the Texas Workforce Investment Council. In addition, from 2016 to 2019, she served on the Texas Economic Incentives Oversight Board, to review the efficiency of Texas' incentive programs.

In 2016, she won the Austin Business Journal's Profiles in Power: Central Texas Women of Influence Award. Cruz holds a B.B.A. in Marketing from the University of Texas at Austin, has been married for 34 years to her husband Rik, and has three grown children living in the Austin area.

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