



## **Lorena “Lorraine” Pulido, Ph.D. Biography**

Lorena “Lorraine” Pulido, Ph.D. is the communications manager and public information officer for VIA Metropolitan Transit. She is part of the transit agency’s marketing and communications department, and oversees public relations initiatives and programs. She was formerly the public relations manager for the City of San Antonio’s Department of Communications and Public Affairs, and MetroHealth. She is a bilingual public relations expert with more than 25 years of combined experience in the marketing, corporate, and non-profit industries. She has also been teaching as a part-time faculty member at local universities for 20 years.

Dr. Pulido has served as director of marketing and public relations for the Guadalupe Cultural Arts Center. She also owned her own PR consulting business, LPR Strategic Marketing and Public Relations. Her clients included the South San Antonio Chamber of Commerce, The St. Anthony Hotel, San Antonio National Bank, the SA Hispanic Chamber of Commerce, Adelante U.S. Education Leadership Fund, and Spurs Sports & Entertainment.

Before opening her business, she was the director of marketing for CityView – a national company led by former Secretary of the U.S. Housing and Urban Development and San Antonio Mayor Henry G. Cisneros, Ph.D. She created and implemented the company’s national image, brand development, public relations, advertising, and corporate partnerships.

Previous to CityView, she was director of communications for the Edgewood Independent School District where she served as the spokesperson. Before joining EISD, she worked on public relations and marketing account services at several ad agencies, including Garcia360, where she worked with her mentor - veteran marketing guru Lionel Sosa. She supervised national accounts ranging from KB Home to the Hispanic Scholarship Fund. She also worked as director of public affairs at the Hispanic Association of Colleges and Universities (HACU), and in corporate communications at the University Health System. Her media experience includes serving as a producer for San Antonio’s KSAT-TV and KVDA-TV, and as a reporter for *La Prensa*. Previously, she served as an intern for ABC’s “PrimeTime Live” with Diane Sawyer. In addition, she has taught communications, marketing, and journalism at the University of Texas at San Antonio, Our Lady of the Lake University, Palo Alto College, and currently, Texas A&M University – San Antonio.

She is vice chair of the Brooks Authority Board of Trustees; vice chair of the Brooks Foundation (Brooks Gives Back); vice president of programs for the Public Relations Society of America – San Antonio (PRSA-SA) chapter; an SA Association of Hispanic Journalists member; a Society of Professional Journalists’ “Gridiron Show” cast member; and a member of the Significant U advisory committee. She previously served on the boards of SAY Sí, SA Women’s Chamber of Commerce, the SA Hispanic Chamber’s Latina Leadership Institute Steering Committee, and the South SA Chamber - Southside First Economic Development Council. She is a graduate of Leadership San Antonio - Class of 2005, and the South Chamber’s City South Leadership Academy - Class of 2017.

She has received 16 PRSA Awards throughout her career, and was selected the 2006 Public Relations Professional of the Year by the PRSA-SA. In addition, her logo won a 2008 Gold Addy from the San Antonio Advertising Federation. She is Ivy-League educated with a master’s degree from the Columbia University School of Journalism, and a bachelor’s degree from the University of Pennsylvania. She earned a Ph.D. from Our Lady of the Lake University’s School of Business and Leadership Studies. She’s a proud magna cum laude graduate of Harlandale High School in San Antonio. She has a 32-year-old daughter, and a 17-year-old son.

*Biography current as of Aug 2020*