



Misty Mousa-Lanza | Bio

Misty Mousa-Lanza is a proud product of Houston, Texas. Born, raised, and educated in this dynamic and thriving city, into a bilingual and bicultural home. She takes great pride in relationship-building, servitude to community and owning her Latino heritage. She began her professional career in the non-profit sector, representing the United Way of Greater Houston locally, and throughout the nation.

After six years of building a strong foundation with the United Way; where she learned the value of NPOs, business, government, faith-based and private sector collaborations, she branched over into the corporate sector, and began a new career with H-E-B, in their public affairs office. Misty was then recruited into the healthcare industry and worked with Legacy and Baylor College of Medicine as Director of Business Development for three years.

Most recently, she was recruited to join the mission-driven media powerhouse representing Hispanic America: Univision Communications. In her dual role, Misty is responsible for working towards decreasing the disparities Latinos face within health and education, while also representing the potential business opportunity this massive growth-engine has on the local economy. She does this by providing research-driven and data-based forums, building partnerships that inform and empower the community, while also creating an excellent environment for brands to engage with the fastest and largest growing population in the U.S.