



**ALEX LÓPEZ NEGRETE**  
**President and Chief Executive Officer**  
**Lopez Negrete Communications, Inc.**

**BIOGRAPHY**

Since co-founding Lopez Negrete Communications, Inc., in 1985, Alex's passion and vision have led the company to become one of the country's most influential Hispanic marketing agencies. Alex started the Houston-based agency with his wife and partner, Cathy, and the conviction that thoughtful, relevant, fully integrated, in-language and in-culture communications is the best way to reach the exceedingly important Hispanic market.

In his role as company president and CEO, Alex is intricately involved in providing invaluable strategic counsel and creative direction to agency clients. Alex credits the agency's success to its team of multicultural, multinational communications professionals.

During the agency's 33-year history, Alex has been honored with many awards. Some of the honors he has received include 2001's Entrepreneur Award from PROSPANICA (formally known as the National Society of Hispanic MBAs); a Lifetime Achievement Award (the first of several) from the Association of Women in Radio and Television in 2003; a Silver Medal from the American Advertising Federation, the highest honor given by the organization, in 2005; the coveted Agency Executive of the Year award from HispanicAd.com in 2012; the Ohtli Award from the government of Mexico in 2015, the highest honor bestowed on civilians of Mexican descent living abroad; the Governor's Award from the AAF Tenth District's Southwest Advertising Hall of Fame in 2016, and more.

The Lopez Negrete client roster includes Bank of America, Wal-Mart Stores, Inc., Fiat Chrysler Automobiles, SAMSUNG Telecommunications America, Phillips 66 Company, Community Coffee Company, Realtor.com, Lone Star College Systems, the Houston Dynamo, Motiva Enterprises LLC, United Airlines, and McDonald's.

Alex is committed to the future of the Hispanic marketing industry. That's why he and Cathy collaborated with the Advertising Education Foundation of Houston to establish the Lopez Negrete Hispanic Marketing Education Fund. The fund offers scholarships to students interested specifically in Hispanic marketing or advertising.

Born in Houston and raised in Mexico City, Alex resides in Houston. He and Cathy have two children, Michelle and Patrick, and two granddaughters, Mia Marie and Catherine Josephine.