



## Adriana Cruz

Executive Director  
Economic Development and Tourism  
Office of the Governor

Adriana Cruz serves as the Executive Director of the Economic Development and Tourism (EDT) division within the Office of the Governor. Cruz joined EDT with a robust background in economic development and business, having most recently served as the President of the Greater San Marcos Partnership (GSMP). She leads the teams within EDT charged with promoting Texas as the best state for businesses large and small, as well as the premier destination for national and international tourism and trade. She also works closely with local and regional economic development teams to continue to expand job creation and economic growth in rural, suburban, and metro communities across Texas.

Adriana Cruz previously served as the President of the Greater San Marcos Partnership, the regional economic development organization established in 2010 to encourage and nurture economic growth in San Marcos, and Hays and Caldwell Counties. Cruz has more than 20 years of leadership experience in economic development, marketing, and international business. She has also served as the Vice President of Global Corporate Recruitment for the Austin Chamber of Commerce where she was project lead in high profile corporate relocations and expansions. 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.