

# **MAJOR GENERAL JUAN G. AYALA**

## **UNITED STATES MARINE CORPS (RETIRED)**



Mr. Ayala retired as a Major General in the United States Marine Corps after 36 years of service. He has a proven record of success leading large, complex organizations. He is currently the Director, Military and Veteran Department for the City of San Antonio. In this capacity, he serves as the City's liaison to the military supporting the Mayor, City Council and city departments. He works closely with military and civilian partners to ensure military missions and installations continue to thrive and grow in the region. In addition, he was assigned as an Executive Temporary Loan to the San Antonio Hispanic Chamber of Commerce from March to August 2020 where he concurrently served as the Chamber's Interim President and CEO. He also served as the City of San Antonio's Operations Lead for the COVID – 19 Response during a 13-month assignment to the City's Metro Health Department.

Prior to his retirement, Major General Ayala commanded all 24 Marine Corps installations worldwide and was selected to lead the Department of Defense's 2015 Warrior Games assisting the nation's wounded, ill and injured warriors in their recuperative efforts. He is the former Inspector General of the Marine Corps, and his service includes 4 combat tours in support of Operation Iraqi Freedom, to include a year as the Senior Advisor of a Military Transition Team, embedded with the 1<sup>st</sup> Iraqi Army Division.

Past assignments include: Coordinated humanitarian assistance programs in 50 countries throughout Africa, Eastern Europe, the Balkans, the Baltic's, and the former Soviet Union, served as the Chief of Staff at United States Southern Command leading a staff in the implementation of U.S. national security objectives in 31 countries throughout the Western Hemisphere, to include coordinating detainee operations in Guantanamo Bay, Cuba, led a Marine Logistics Group that supported combat operations throughout Iraq, supported humanitarian relief operations after the Haiti Earthquake of 2010, supported Haitian/Cuban refugee operations in Cuba, and coordinated civilian law enforcement counterdrug efforts along the U.S. Southwest Border.

Mr. Ayala received an MBA from Campbell University, a Masters Degree in National Security and Strategic Studies from the Naval War College and a Bachelor's Degree in Business Administration from the University of Texas at El Paso.

A native of El Paso, Texas, Major General Ayala's military awards include the Distinguished Service Medal, Defense Superior Service Medal, Legion of Merit with "V" Combat Distinguishing Device, the Bronze Star Medal, Defense Meritorious Service Medal, Meritorious Service Medal, Iraq Campaign Medal (4 stars), and the Combat Action Ribbon. He is the recipient of the 2007 Excellence in Military Service Award from the League of Latin American Citizens (LULAC).

Mr. Ayala currently serves on the Governor of Texas' Advisory Council on Cultural Affairs, is a board member of Visit San Antonio, the San Antonio Hispanic Chamber of Commerce, and the National Veterans Outreach (GI Forum). He is the President of the Texas Mayors of Military Communities representing the 16 communities that host military installations in the state of Texas. Since 2016, he has taught Leadership and Ethics as a Visiting Instructor at the Walter Reed National Medical Center in Bethesda, Maryland.

An avid cyclist, hiker and reader, Mr. Ayala is married to the former Diane K. Reyes of El Paso, Texas. They have three daughters, a son, and three grandchildren.