



**Romanita Matta-Barrera**  
Chief Business Advancement Officer

As the Chief Business Advancement Officer of greater:SATX, Romanita leads efforts to ensure local businesses have access to the resources to continue succeeding and growing in the Greater San Antonio region. The Business Advancement function includes infrastructure and real estate support, targeted advocacy, international business expansion, and workforce development. Romanita's team leads the largest work-based learning program in the region to prepare workers for jobs that provide economic mobility.

Before joining greater:SATX, Romanita served as president and CEO of Fluent Strategy Group working with clients such as H-E-B, AARP and Zero-to-Three on strategic initiatives, federal funding, public policy, and multicultural marketing.

Romanita's career spans workforce development, education policy, and media relations, having served as Deputy Director of the White House Initiative on Educational Excellence for Hispanic Americans and Director of Hispanic Outreach and Communications at the U.S. Department of Education with the Bush Administration. Prior to that, she was the Texas Media Director for U.S. Senator John Cornyn of Texas, serving as Spanish spokesperson and coalition liaison to Hispanic organizations.

Romanita serves as the Vice Chair of the Texas A&M University–San Antonio Foundation, on the Advisory Council of the United Way of San Antonio and Bexar County, and on the Our Lady of the Lake University (OLLU) Board of Trustees. In 2022, she represented San Antonio alongside a cross-sector team of business and non-profit leaders at Harvard Business School's Young American Leaders Program (YALP) as part of their U.S. Competitiveness Project.

