
Profile

Alex

First Name

Rodriguez

Last Name

[Redacted]
Email Address

[Redacted]
Street Address

[Redacted]
City

[Redacted]
Suite or Apt

CA

State

93110

Postal Code

Indicate Supervisor Who Will Receive a Copy of your Application *

Second District - Gregg Hart

[Redacted]
Primary Phone

[Redacted]
Alternate Phone

Which Boards would you like to apply for?

Library Advisory Committee: Submitted

Reference 1 Name

David Wheaton

Reference 1 Address

Reference 1 Telephone

Reference 1 Occupation

Business Owner

Reference 2 Name

Ali Uzuntepe

Reference 2 Address

[Redacted]

Reference 2 Telephone

[Redacted]

Reference 2 Occupation

Business Owner

Reference 3 Name

Mike Alvarado

Reference 3 Address

[Redacted]

Reference 3 Telephone

[Redacted]

Reference 3 Occupation

General Manager,

If you are now, or have ever been employed by the County of Santa Barbara, please list the department in which you worked, your title, and the dates you were employed.

N/A

Interests & Experiences

Please explain why you are interested in serving, and what experience you bring to the Committee. Attach additional documentation as necessary.

I have served on several boards and commissions, some with the County and others with the State of California and nonprofits.

Give any information explaining qualifications, experience, training, education, volunteer activities, community organization memberships, or personal interests that bear on your application for the above Board, Commission or Committee. Attach additional documentation as necessary.

[bio_of_alex_rodriguez_2019_.pdf](#)

Upload a Resume

Please attach any additional documents here

Demographics

Ethnicity

Hispanic

Gender

Male



Date of Birth

Education Completed:

BA Business Management MBA Certificate, Minority Enterprise Development

Please Agree with the Following Statement

I agree that upon submission of this application all information provided is a matter of public record, and is subject to disclosure.

I Agree *



Advocacy
Public Affairs
Public Relations
Legislative Affairs
Government Relations
Environmental Justice

Alex Rodriguez, President & CEO

Executive Biography

Alex Rodriguez is President & CEO of Diversity Consulting Group (DCG), the parent company of DCG Public Affairs. Launched in 1995 DCG assists companies meet their strategic communications needs, reach urban markets and the fast-growing Hispanic consumer and business markets. Involved in public affairs and ethnic marketing since the mid 1980s, Alex has earned a reputation as one of the industry's top strategic minds. Throughout his career he has counseled many of the nation's top organizations, including the Imperial Irrigation District, BHP Billiton, adidas, DirecTV, Allstate Insurance Company, Moneytree Inc., St. John's Seminary (Archdiocese of Los Angeles), Antioch University, American Express, Sprint PCS, Harris Bank and many others. His areas of expertise include Hispanic marketing, minority enterprise development, government relations, community affairs, public affairs, and public relations. Prior to starting DCG Alex spent over four years at Hispanic Business Magazine as Senior Vice President of the Strategic Services Group, the company's special events division, serving three years on the company's board of directors.

In January 2006 Alex was appointed to the board of directors of the 19th District Agricultural Association by former Governor Arnold Schwarzenegger. He was reappointed by Governor Schwarzenegger for a second term, and Governor Jerry Brown for a third, and served four consecutive one-year terms as president of the board. In 2011 he was appointed to the Selective Service System's Local Draft Board by President Barack Obama. Also in 2011, Alex was appointed to the Santa Barbara County Finance Corporation's board of directors by Santa Barbara County Supervisor Janet Wolf. Alex is currently president of the La Cumbre Mutual Water Company's board of directors.

Alex is the former chairman of the Community Financial Services Association's Community Affairs Advisory Board, and has held numerous positions on non-profit boards, including: four years as Secretary of the California Hispanic Chambers of Commerce; two terms as President of the Santa Barbara Hispanic Chamber of Commerce; and former Treasurer of the National Association of Latino Independent Producers. Alex was a key member of the Laureate International Universities Hispanic outreach advisory board and Antioch University Santa Barbara's Board of Visitors.

Alex attended the University of California at Santa Barbara where he majored in Film Studies, and holds a Bachelor's Degree in Business Management from Antioch University. In 2004 Alex participated in the highly acclaimed Minority Enterprise Development program from Dartmouth University's Tuck School of Business in partnership with the Minority Business Development Administration.

Alex has been a student of the martial arts since the age of eight, holding ranks in multiple arts, and is currently a fourth degree black belt (master) in Hapkido. A native of Southern California, Alex resides in Santa Barbara with his wife Gayle, and son Joey.