

PRESS RELEASE



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The Laredo Chamber of Commerce Announces New President & CEO Gabriela Morales



Laredo, TX (October 10, 2021) – The Laredo Chamber of Commerce is pleased to announce their new President & CEO Gabriela Morales who will start this role on November 1st. Ms. Morales is an executive who carries over 20 years of experience with a deep focus on bilateral trade with Mexico, having worked for the City of Laredo and the U.S. Department of Commerce. She graduated from Georgetown University with her bachelor’s and MBA degree, which included a dual global MBA degree from ESADE Business School out of Barcelona, Spain.

After a nation-wide search, the Hiring Committee for the Laredo Chamber received over 200+ resumes for the position. The Hiring Committee consisted of Jorge Leal (CEO of Laredo Medical Center), Bill Green (Publisher of the Laredo Morning Times), Gabriel Castillo (Senior VP of IBC Bank), Mike Marasco (President of McDonalds of Laredo), and Cliffe Killam (President & CEO of Killam Development). Committee Chair and former Chairman of the Laredo Chamber Cliffe Killam stated: “I am thankful to our great Hiring Committee team for putting in the time and our Executive Committee for their support to bring onboard such a strong leader like Gabriela. We are thrilled and believe she will have a big impact on the Laredo Chamber and on our community!”

Ms. Morales brings a life-long commitment to advancing the Webb County’s and City of Laredo’s economic vitality. She started her professional career in the private sector at Border Transfer Services, Port of Laredo, where she excelled at managing imports-exports, overcoming trade barriers with Mexico, and complying with the North America Free Trade Agreement (NAFTA) requirements. Immediately after, she was hired by the City of Laredo as sales, marketing, and promoter of Laredo’s unique business environment recruiting Mexican businesses. In this role, Ms. Morales exceeded the set goals and brought into the city more than 150 new businesses on an annual basis.

After moving to Washington, D.C., Ms. Morales served in several capacities at the U.S. Department of Commerce most notably leading a program for minority businesses to export to international markets. Under her direction, the program generated a \$3 billion dollar increase to export-related transactions conducted by nation-wide minority-owned firms. For this, Ms. Morales was awarded the U.S. Department of Commerce Gold Medal, the highest form of recognition the Secretary of Commerce grants for distinguished contributions to the U.S. economy. In addition, Ms. Morales has worked to help

businesses understand and leverage opportunities presented by the implementation of the U.S. -Mexico-Canada Agreement.

Ms. Morales is excited to return to her hometown and stated "I am grateful to have been selected as the new President & CEO of the Laredo Chamber and am eager to contribute and help out any way that I can." She added, "This appointment is the right fit and am looking forward to cultivating relationships with business, community, and elected leaders."

For business inquires or to request a meeting with Ms. Morales, call the Laredo Chamber of Commerce at: (956) 722-9895.

About the Chamber

Founded in 1915, the Laredo Chamber of Commerce is Laredo's and Webb County's longest running business organization. Headquartered at 2310 San Bernardo Ave. since 1974, the Laredo Chamber has been an advocate for the local business community for over a century. With 608 members representative of every industry in the community, the Laredo Chamber is accredited with 5 stars by the U.S. Chamber of Commerce. Only 200 chambers out of 7000 across the country are accredited by this organization.
