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## LESLIE SANCHEZ

*Specializes on Women and Hispanic Marketing; Politics and Business  
Respected political strategist, community advocate, television commentator and former White House  
Executive Director*

As the founder and CEO of Impacto Group LLC, one of the few women-owned communications and market research firms in the United States, Leslie has become a much sought after voice on social and economic trends affecting women and the emerging U.S. Hispanic community. *Hispanic Business* magazine named her one of the nation's "100 Most Influential Hispanics."

A former Bush administration official, Leslie is known for her straightforward style and in-depth understanding of the political and cultural landscape inside—and outside—Washington, DC. Leslie is a frequent columnist and her public analysis has appeared in *The New York Times*, *The Washington Post*, *U.S. News & World Report*, as well as NBC, ABC, Fox News Channel, MSNBC, CNN, Univision, Telemundo and leading PBS programs, including *News Hour with Jim Lehrer*. Leslie also appeared for 11 weeks as a candidate in *The Apprentice—Martha Stewart* on NBC, which included features on QVC, *TV Guide* and *People* magazine.

Leslie began what she calls her "Latina journey" by putting herself through college selling encyclopedias door-to-door. From that humble beginning, she rose to be named executive director of the White House Initiative on Educational Excellence for Hispanic Americans. In this role she served as President George W. Bush's point person on education issues pertaining to the Hispanic community. Under her leadership, the Initiative successfully built a grassroots network of 20,000 parents, educators and students, and monitored and evaluated Hispanic participation in education programs for 29 federal departments/agencies totaling over \$110 million. In addition Leslie successfully negotiated strategic partnerships between 30 Fortune 500 companies, foundations and government agencies, and worked with a Presidential Commission to issue two Reports aimed at closing the Hispanic education achievement gap.

Her expertise carries over into the political arena. Leslie tackled some of the most difficult issues before Congress as an aide to Rep. Henry Bonilla, R-Texas—where she worked on high-profile immigration and border security legislation as well as Appropriations for the Departments of Justice, State, Treasury and Transportation. She was often assigned to work with the staff of House Speaker J. Dennis Hastert, R-Ill. and is credited with helping House Republicans "put the foundation together" for their Hispanic outreach efforts.

A veteran of political and grassroots campaigns at all levels, in 2000 Leslie's portfolio included developing and executing the Republican Party's first-ever multi-million dollar advertising campaign aimed directly at Hispanic voters. She also served as an ex-officio member of the President's Task Force on the Status of the Commonwealth of Puerto Rico.

A graduate of The George Washington University, Leslie also holds a Masters in Business Administration from Johns Hopkins University and serves on the Board of Providence Health Foundation.