



DCG Public Affairs

Advocacy
Public Affairs
Public Relations
Legislative Affairs
Government Relations
Environmental Justice

Alex Rodriguez

President & CEO

Executive Biography

Alex Rodriguez is President & CEO Diversity Consulting Group LLC (DCG), the parent company of DCG Public Affairs, a certified Minority Business Enterprise. Launched in 1995 DCG advises clients on their strategic communications needs. Involved in public affairs and Hispanic market communications since the mid 1980s, Alex has counseled many of the nation's top organizations, including Sears, BHP Billiton, adidas, DirecTV, Metropolitan Water District of Southern California, the Archdiocese of Los Angeles, Antioch University, American Express, Sprint PCS, Imperial Irrigation District, Harris Bank, and many others. His areas of expertise include Latino marketing, government relations, advocacy, public affairs, and public relations. Prior to starting DCG Alex spent over four years at Hispanic Business Magazine as Executive Vice President of the Strategic Services Group, the company's special events division.

In January 2006 Alex was appointed to the board of directors of the 19th District Agricultural Association by former Governor Arnold Schwarzenegger and served four consecutive one-year terms as president of the board. Former County Supervisor Janet Wolf appointed Alex to the Santa Barbara County Finance Corporation's board of directors and was elected president in 2021, and is currently president of the La Cumbre Mutual Water Company's board of directors. In December 2021 he was appointed to the US Environmental Protection Agency's Nation Drinking Water Advisory Council by the Biden Administration, and in March of 2023, Alex was appointed to the Central Coast Regional Water Board by Governor Gavin Newsom, a role confirmed by the California State Senate in February 2024. Alex is a member of the board of directors of the CalMutuals, served as chair of the Community Financial Services Association's Community Affairs Advisory Board, and is a partner in Conduit Government Relations.

His commitment to community and industry advancement is evident through his active participation on various 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; former Treasurer of the National Association of Latino Independent Producers; and Laureate International Universities Hispanic Outreach Advisory Board.

Alex majored in Film Studies at UC Santa Barbara, 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 Agency.

Personally, Alex has trained in martial arts since the age of eight, holding ranks in multiple arts, and is currently a fifth degree black belt (master) in Hapkido, a fourth degree black belt (master) in Chang Moo Kwan (Combat Tae Kwon Do), and was inducted in the USA Martial Arts Hall of Fame in 2020 as the Hapkido Master of the Year. A native of Southern California, Alex resides in Santa Barbara with his wife and son.