

David Peña



EXPERIENCE

Peña Public Affairs, Llc., Assoc. Founder

2015 - PRESENT

Founded boutique lobby firm representing private sector clients before legislative and executive branches of government; successfully stopped industry crippling legislation—saving recent clients over \$144m in annual gross revenue in FY'21.

NM Assoc. of Commerce & Industry, Dir. of Public Policy

2018 - 2019

Collaborated with stakeholders to successfully pass a 10-year, \$36 million directed energy tax deduction (SB425). Lead advocate on behalf of Fortune 500 firms in the passage of the Produced Water Act (HB546) ushering in a multi-billion dollar industry, creating jobs in the process and increasing revenue for upstream firms in the Permian Basin.

People for Ben, Field Dir.

2018

Managed the field program budget and logistics in collaboration with the Campaign Manager, Communications Director, Assistant Speaker and Speaker Nancy Pelosi.

NM Federation of Labor, State Political Dir.

2013-2014

Managed, strategized, planned and implemented on-the-ground training(s) to scale up phone banks, canvasses, and recruitment drives in targeted state legislative house contests. Consulted with key stakeholders in formulating \$1 million in in-kind political programs during the election cycle.

NM House of Representatives, Legislative Analyst

2009-2013

Served as seasonal analyst for the following committees: Appropriations, Taxation & Transportation Committees; Provided timely, confidential reports to Majority Leader staff on the status of key legislation. Provided daily updates on committee motions and vote tallies for use by House Majority Leader and Whip.

Legislative Ed. Study Committee, Fiscal Analyst

2009

Managed the field program budget and logistics in collaboration with the Campaign Manager, Communications Director and Assistant Speaker.

SKILLS

Seasoned negotiator with legislators & legislative committees

Knowledge and expertise of state and/or local government grants related to public sector

Ability to work well under pressure and manage fluctuating projects & priorities to meet deadlines

Exceptional written & verbal skills

LANGUAGES

Native bilingual Spanish/English professional with multiple Latin American dialects.

Self-employed, *Political Consultant*

2006 - 2008

Directed successful canvass recruitment and training, implemented bi-lingual voter outreach program for congressional targeted races for 2006, municipal races in 2007, and presidential contest in 2008.

Liquid Environmental Solutions, *Dir. of Gov't Affairs*

2005

Established a government affairs program for a leading non-hazardous liquid waste recycling firm in the U.S., servicing over 80,000 commercial establishments in all 50 states.

International Bank of Commerce, *VP of Public Affairs*

2002 - 2004

Managed in-house public affairs department for largest minority-owned financial services firm in the U.S.

Tony Sanchez for Governor, *Coastal Bend Dir.*

2002

Developed and implemented campaign field plan and budget covering Coastal Region of Texas for both Governor and U.S. Senate candidates.

Texas House of Representatives, *Legislative Dir.*

2001

Provided analysis and strategy formulation on legislative agenda prior to 75th Texas Legislative Session in area of public school finance and capital improvements.

American Cancer Society, *Gov't. Relations Dir.*

2000 - 2001

Lobbied Texas Senate Finance and House Appropriations Committees to fund the (TCBB) Texas Cord Blood Bank, which resulted in state funding for the first cord blood bank in the nation and the only ethnically diverse cord blood bank at that time.

San Antonio Housing Trust Fdn, *Exec. Ass't.*

1998 - 2000

Spearheaded education of elected officials and stakeholders in the area of Tax Increment Finance Districts (aka TIDD in New Mexico), generating more than \$83 million in increment to fund infrastructure.

EDUCATION

St. Mary's Univ., San Antonio, Texas— *Political Economy, B.A.; M.A.*