



MEDIA RELEASE

— For Immediate Release —

CEO of Arizona Hispanic Chamber Elected to College Success Arizona Board

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Phoenix, Arizona – College Success Arizona, an organization leading the way in increasing college graduation rates among Arizona students, welcomes their newest Board Member. Gonzalo A. de la Melena, Jr., the President and Chief Executive Officer of the Arizona Hispanic Chamber of Commerce, was elected at the January 9, 2015 Board of Directors Meeting.

In addition to serving as CEO of the Hispanic Chamber, de la Melena is the founder of Emerging Domestic Market Ventures, LLC, a small business investment company which owns and operates the [Sir Veza's Taco Garage](#) located in Phoenix Sky Harbor International Airport.

“As someone who benefited greatly from the generous guidance of mentors and others in pursuing my college education, I’m excited to be working with Rich Nickel and the rest of the team at College Success Arizona,” said de la Melena. “I’m passionate about education and want every child in Arizona, regardless of means, social barriers, or the zip code where they were raised to have the opportunity to obtain a college degree.”

De la Melena noted that having attended community college before graduating from Arizona State University and then earning an MBA from Thunderbird, the School of Global Management, he understands the struggles many students face pursuing higher education. De la Melena has more than 15 years of experience in global brand management, business development, mergers & acquisitions, and Latino marketing gained from working with consumer, retail, and restaurant companies. He began his career with the Coca-Cola Bottling Company before joining The Dial Corporation, where he held various positions in brand management, international development and general management in the United States, Mexico, South and Central America, Canada, and the Caribbean.

In an advisory role, de la Melena has served on various board and committees, including: JPMorgan/ Chase Bank of Arizona, Fiesta Bowl, Thunderbird, the School of Global Management, Valley of the Sun United Way, Arizona State University Downtown, Phoenix Community College and the National Society of Hispanic MBAs.

De la Melena is a recipient of the 40 under 40 as recognized by the [Phoenix Business Journal](#), and is a graduate of [Valley Leadership](#). He received his MBA from [Thunderbird School of Global Management](#), and his undergraduate degree from [Arizona State University](#).

De la Melena joins other College Success Arizona Board Members Rich Nickel, Vince Roig, Paul Koehler, Chevy Humphrey, Stephen Nehring, John Fees, Jennifer Carrick, Steven Seleznow, and Charlie Tramell.

About College Success Arizona: College Success Arizona is a 501(c)3 not-for-profit organization working to significantly increase the post-secondary attainment rate of students in Arizona, particularly for those who otherwise would not be able to attend or graduate. The organization was started as the Arizona College Scholarship Foundation in 2005. For more information about College Success Arizona and its partners, visit www.collegesuccessarizona.org.

For further information contact Greg Hyland, CPM, Director of Communications and Engagement for College Success Arizona at (602) 636-1850 – office, (928) 580-4751 – cell, or ghyland@collegesuccessarizona.org – email.

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