



Tejano Democrats State Chairman Manuel Medina is a successful businessman, dedicated family man, and longtime Tejano Democrat. His vision “TEJANOS UNIDOS” challenges all Texans to fight for the future of our local communities, the policies of our state, and the direction of our nation.

Manuel was born on the Southside (a little further south than most, in Torreon, Coahuila, Mexico). At the age of 3, he and his mother crossed the Rio Grande River into McAllen, Texas and then made their way to San Antonio.

Interests in math and science led Manuel to the University of Southern California. He graduated with a Bachelor of Science Degree in Electrical Engineering IN 1992.

In 1993, Manuel continued his studies at The University of Texas at Austin. He later graduated with a Master of Science in Electrical Engineering and Engineering Entrepreneurship. While at UT, he was elected President of the Graduate Engineering Council, served on UT’s Board of College Councils, and participated for the first time in Tejano Democrats.

In 1996, Manuel worked on the campaign to elect United States Congressman Ciro Rodriguez. That experience led him to pursue a career in campaign management. He has worked for the Democratic National Committee and the Democratic Congressional Campaign Committee. He has also served as Texas Democratic Leadership Executive Director, Texas 21st Century Democrats Field Director, and Tejano Young Democrats State Political Director.

In 1999, Manuel formed “Professional Campaign Services” and started working for political candidates throughout Latin America. He has worked for candidates in Mexico, Panama, Ecuador, Venezuela, and Dominican Republic.

In 2006, Manuel merged his engineering background and political experience into a “MEDINA Call Center Technologies”. This business venture began with five phone bankers making political calls during campaign season. It evolved into a 24/7 500-station call center operation with commercial clients and government contracts.

In 2012, Manuel was elected Chairman of the Bexar County Democratic Party. He served three terms consecutive terms. During his tenure, the party raised more money, registered more voters, recruited more volunteers, and WON MORE ELECTIONS THAN EVER.

Manuel Medina has been blessed to live his “American Dream”. He lives in the Dominion Estates on the Northside of San Antonio. His wife is Janeth Soto Ayoub, and they live with their daughters Michelle Marie and Sara Sophia. In December, the Medina’s celebrated their 13th year wedding anniversary.

Chairman Medina has the right experience to lead Tejano Democrats. He has a proven record of success and he is committed to fighting for working families, the plight of our immigrant community, and the future of all Tejano Democrats.