St. Philip’s College
Hispanic Heritage Month Celebration
September 15 – October 15, 2015

“Hispanic Americans: Energizing Our Nation’s Diversity.”

LIONEL SOSA’S BIOGRAPHY


Founder of Sosa, Bromley, Aguilar & Associates, now Bromley Communications, Sosa is an expert in Hispanic consumer and voter behavior, education and achievement. He served as a media consultant for Pres. George W. Bush in the 2000 and 2004 campaigns. He has been a Hispanic media consultant in six Republican presidential campaigns since 1980.

Sosa was named "One of the 25 Most Influential Hispanics in America" by Time magazine in July 2005 and is a member of the Texas Business Hall of Fame. In spring 2001, Sosa was named a fellow at the Institute of Politics at Harvard University. Most recently, he was awarded the Lifetime Achievement Award from the National Association of Hispanic Journalists.