



Veronica Briseño Lara is currently the Director of Small & Minority Business Resources (SMBR) Department for the City of Austin. Veronica has held multiple positions in SMBR including Assistant Director, Certification and Administrative Manager and Administrative Manager. Prior to SMBR, she was a Policy Aide to an Austin City Council Member and the Agenda Manager in the City of Austin's City Manager's Office. Veronica has worked for the City of Austin since 1999.

Veronica serves on various community boards including as Secretary of the Austin Metro YMCA, PeopleFund and is a founding member of the FuturoFund, a collective effort to engage the Austin community through philanthropy and leadership.

When it comes to professional engagement, Veronica also serves as President of the International Hispanic Network (IHN). Previously she served on the board of the Austin Hispanic Network in many roles, including President. Most recently she co-founded and co-chairs 'Woman to Woman', a City of Austin employee affiliation group for women.

She has a Masters degree in Public Affairs from the LBJ School at the University of Texas as well as undergraduate degrees in Journalism and Government.