

## WOMAN OF THE YEAR



# Cynthia Munoz

President

Munoz Public Relations

**T**he city's music profile shines a little brighter. And Cynthia Munoz is a big reason why.

In 1995, Munoz launched the Mariachi Vargas Extravaganza – resurrecting a one-time local music festival that had been dormant for several years.

For the next 13 years, the Extravaganza enjoyed a high-profile sponsor, Ford Motor Co. A downturn in the automotive industry would end Ford's run as the sponsor, but not the festival. Now in its 21st year, the Mariachi Vargas Extravaganza has garnered national attention – thanks in large part to the coverage of major media outlets such as PBS, Texas Monthly Magazine, NPR and The New York Times.

In addition to bringing more attention to the Alamo City, Munoz also has been the launching-off point for many of young artists who are part of this festival.

Born and raised in San Antonio, Munoz got her start in public relations working as an account executive for

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**SAMANTHA ARIZPE,**  
Associate at MPR

Sosa Bromley Aguilar & Associates – the one-time marketing powerhouse founded by local legends Lionel Sosa, Ernest Bromley and Adolfo Aguilar.

In 1993, she founded her namesake

firm, Munoz Public Relations, or as it is better known, MPR – a full-service firm offering graphic and Web design; TV, print, billboard and Internet advertising; and special event planning and management.

And all the while, Munoz continues to work to have a positive impact on San Antonio and its rising stars.

“Cynthia Munoz has been instrumental in reshaping the cultural landscape of San Antonio, and in creating a more positive image for Hispanic arts and entertainment,” MPR Associate Samantha Arizpe said. “Through her business leadership, public-relations savvy and extensive track record as a successful producer and promoter, (Munoz) has proven her ability to create positive change through the arts.”

To learn more about this dynamic leader, the Business Journal asked its Woman of the Year a few questions:

**Explain your role in your company or organization.** I founded Muñoz Public

Relations in 1993 and have served as its president for 22 years. I manage the day-to-day operations and a staff of four. I serve as producer of several large events, including the 21st Annual Mariachi Vargas Extravaganza – the largest mariachi music festival in Texas and among the most renowned worldwide.

**What has helped your career? What have been the challenges?** What has helped my career is the continuous growth and buying power of the Hispanic market and corporate America's interest in targeting this segment of the total U.S. population. The hindrance has been the minimal corporate investment in Hispanic-oriented cultural arts programs. **You're asked to choose a song that defines you as a leader. What would that song be, and why?** “Roar” by Katy Perry because I'm a champion in my world, and when the going gets tough, animal instincts kick in!