



Since 2003, Leslie Sanchez has served as a leader in public opinion research specializing in presidential and statewide elections as well as the women's and Hispanic-Latino marketplace. Her career has been spent at the forefront of predictive data analytics that shift opinion, shape policy and aid the decision-making process for Fortune 500 companies, universities and colleges as well as global non-profit organizations.

For her work, *Hispanic Business* magazine called her one of the nation's "100 Most Influential Hispanics," and she was named "Texas Powerbroker" by the *Houston Chronicle* for being among the most influential Texans in Washington.

She is the author of two critically-acclaimed books: *Los Republicanos*, which accurately predicted key shifts of Latino vote prior to 2008; and *You've Come a Long Way, Maybe: Sarah (Palin), Michelle (Obama), Hillary (Clinton) and the Shaping of the New American Woman*, which examines the unique challenges women face on their Road to White House.

Leslie started her career selling P.F. Collier encyclopedias door-to-door. Once in Washington, she served as deputy press secretary at the Republican National Committee where she was one of the principal architects of the organization's first-ever multi-million dollar ad campaign aimed at Hispanic voters. Soon after, Leslie was appointed by President George W. Bush to serve as executive director of the White House Initiative on Hispanic Education. Under her leadership, the initiative successfully built a grassroots network of 20,000 parents, educators and students, and issued two Presidential Commission reports aimed at closing the academic achievement gap.

Leslie appears on a wide range of majo...

## Leslie Sanchez

### Speech Topics

- Women in Business
- Politics & Current Events
- Marketing
- Entrepreneur
- Education
- Diversity