

VICTOR GRIEGO, JR.

Victor Griego, Jr., is the CEO of Diverse Strategies for Organizing (DSO), a Los Angeles based public affairs firm specializing in community and government relations. Mr. Griego founded the company in 1991 based on principles that active public engagement is essential to sustainable public policy. Mr. Griego steadfastly adheres to these principles, successfully meeting the objectives of his clients while balancing the needs of the community.

Mr. Griego is well-recognized within the private and public sectors as a community leader and political strategist who draws upon his years of experience and knowledge of local and state politics, the inner workings of how government agencies function and the subtleties of community engagement to help clients effectively represent their needs and interests to achieve positive outcomes.

Mr. Griego's breadth and depth of experience in the policy-making arena provides tremendous advantages for private and public sector clients, and government agencies that seek to better understand and access diverse communities. Private sector clients who must navigate the sometimes complex and tedious governmental process also find Mr. Griego to be a valuable and effective asset in their efforts.

Mr. Griego's background includes leadership positions with major Southern California labor unions and as a community organizer for the Industrial Areas Foundation, the Quality Education Project, and the Southwest Voter Registration and Education Project. He served as executive director of the Center for Participation in Democracy which encouraged traditionally underrepresented voters to more fully participate in electoral politics. Mr. Griego also served as chief of staff for the California State Legislature.

Through DSO, Mr. Griego produces the largest and only Latino political newsletter that is mailed to 1.5 million high propensity voters during every California election cycle to provide news and information on the candidates, propositions and issues of the various campaigns.

Mr. Griego is currently in production on LA Alliance, a television program that provides a more accurate representation of the relationship between Latinos and African Americans in Southern California through positive and constructive dialogue on common issues and concerns.

Mr. Griego is an Adjunct Professor at Occidental College; a visiting lecturer at California State University, Los Angeles (CSULA) and Los Angeles Trade Tech College (LATTC); and a faculty advisor for Southwest Voter Registration Academy. He is a member of the Hispanic Chamber of Commerce, Pasadena Chamber of Commerce, and Latin Business Association among others. He is a founding member of the Cesar E. Chavez Foundation and sits on many boards including the Coalition for Clean Air and Queens Care. He is member of the South Coast Air Quality Management District (AQMD) Air Quality Institute.

Mr. Griego grew up in the East Los Angeles community of Boyle Heights and currently is a resident of South Pasadena. He holds a Bachelor of Arts degree in political science from Whittier College and a Masters in Political Science from Claremont Graduate University.

Coalition for Clean Air – Board Member
Whittier College – Member, Board of Trustees
Hollywood Presbyterian Medical Center – Member, Board of Directors
Los Angeles Conservation League of Voters – Board Member
One Community – President of the Board of Directors
Cesar Chavez Service Club – President of the Board of Directors
Eagle Rock Chamber of Commerce – Board Member
LA Alliance – Producer
Latin Business Chamber of Greater Los Angeles – Member