**Erika Prosper Nirenberg**

*H-E-B, Senior Director of Customer Insights*

As the Senior Director of Customer Insights for H-E-B, Erika leads a team charged with helping guide the development of H-E-B's strategic vision and operational efforts by providing customer insights to change the business, gain share and establish a preference for the company.

Erika grew up as a migrant in the Rio Grande Valley, earned a Masters in Communication from the University of Pennsylvania Annenberg School, a B.A. in Plan II Liberal Arts, and a second Bachelor's degree in Science in Advertising from the University of Texas at Austin. In 2020, she earned an Executive degree in Behavioral Economics from the University of Chicago Booth School of Business. Erika was the 2018 Chairwoman of the San Antonio Hispanic Chamber of Commerce, having served on its Executive Board for six years. A former board member of Say Si Youth Arts, The San Antonio Economic Development Foundation and SACRD.org, she now sits on the Girls Scouts of Southwest Texas Board and Las Casas Foundation, and is part of the advisory Board for iEmpower, the Latina Power Network, and the SA League of Women Voters. Erika was also the 2019 San Antonio Business Journal’s Woman of the Year, 2019 Governor’s Yellow Rose of Texas honoree, the 2016 H-E-B David Ashworth Community Service Corporate Winner and the 2021 H-E-B Linda D. Jimenez Diversity and Inclusion Corporate Awardee. Her proudest honor, however, was receiving the 2010 Association of Migrant Educators of Texas’ Migrant Alumni Award.

As a co-founder and 2015/2016 Chair of the Latina Leadership Institute and, much of Erika's passion revolves around efforts to help improve quality of life among underserved populations through girls & women empowerment, education, and literacy. In 2018, she launched the Raising and Inspiring Successful Entrepreneurs (R.I.S.E.) program, a bilingual workbook aimed at helping elementary school-aged children develop entrepreneurial mindsets. Erika has led the creation of multiple education and women’s economic development white papers with Rai$ing Texas and the SABER Institute. In 2022, she has also been appointed as a regional Panelist for the prestigious White House Fellows Program, to include more Latina points of view in National Civics programming. Erika and her husband, San Antonio Mayor, Ron Nirenberg, have one son named Jonah.