



From humble origins as the son of Mexican immigrants, Ruben Guerra has risen through the ranks to become one of the most active and vocal advocates for Latino business owners on the national platform. As Chairman of the Latin Business Association (LBA), one of the nation's leading Hispanic business trade groups, he travels throughout the U.S. and internationally coordinating trade packs and championing the cause of Hispanic entrepreneurs.

Among his many accomplishments as LBA Chairman, Mr. Guerra has signed trade agreements with the city of Suzhou, in the Jiangsu province of China, as well as with cities in Mexico and Honduras. A regular participant in the California and federal political scene, he regularly meets with legislators to increase access to business opportunities not only for LBA members, but for all Latino-business owners.

Mr. Guerra also currently serves as Vice Chairman of the California Latino Water Coalition, comprised of business owners, farmers, and Mayors of cities throughout the state. He also regularly speaks at water forums, water rallies, and in Sacramento.

In addition, Mr. Guerra serves as the director of Mexico and Latin America for the regions 20 a non profit organization promoting financing for renewable energy projects around the world. He also serves on the board of directors of the California Utilities Diversity Council, the California Small Business Advisory Board, the Department of General Services Small Business Council, the California Transportation Small Business Advisory Board and the California High speed Rail advisory board.

Always an entrepreneur, Mr. Guerra seized the opportunity to fill the consumer need for environmentally sound products and founded Municipal Energy Solutions, a company specializing in developing LED lighting and solar renewable energy projects. He also currently owns RG Design a residential and commercial construction company.

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