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Biography

Eloy Garza is the CEO of Student-Led Innovations, an educational solutions company focused on advancing work-based learning opportunities for students and educators by bridging the gap between classrooms and careers. He also serves as the Career and Technical Education Entrepreneurship Coordinator, Marketing Instructor, and Districtwide Throws Coach for PSJA ISD. Moreover, he is the Marketing Advisory Committee Chairman at South Texas College and the Chair of the Marketing Instructional Council for the Career and Technical Association of Texas. Additionally, he is a member of the Business, Marketing, and Finance Advisory and Work-Based Learning Committees for The Texas Education Agency.

He is an alumnus of PSJA North High School located in Pharr, TX and double majored in Marketing and Advertising at Morningside College in Sioux City, IA. He holds a Masters of Professional Studies in Integrated Marketing Communications from Georgetown University in Washington, DC and an Entrepreneurship Certificate from The Wharton School at The University of Pennsylvania in Philadelphia, PA. Prior to education, he served as the Head of Marketing and an Account Executive for a technical publications company headquartered in San Antonio, TX.

His corporate experience in business development and marketing led him to develop Southwest Marketing, a student-led marketing agency which provides comprehensive marketing solutions in exchange for experiential learning opportunities. He is a recipient of the South Texas College Distinguished Teaching and Learning Award and his teaching methodology has been recognized as an innovative work-based learning model by the U.S. Department of Education, Ford Next Generation Learning, National Career Pathways Network, the Center on Reinventing Public Education, and many more.

Aside from his efforts in the classroom he also serves as the Shot Put and Discus coach and is a USATF Level 2 Certified Throwing Coach. As a former collegiate thrower himself, he is committed to helping his student/athletes pursue their maximum potential through his personal coaching philosophy "The PR Philosophy". His athletes are consistently ranked among the best in the country and he has coached numerous Shot Put and Discus athletes to compete at Regional, State and Junior Olympic Levels. Moreover, he has coached Bronze, Silver, and Gold State Champions in Texas and coached both male and female PSJA All-Time Shot Put Record holders as well as PSJA ISD's first Paralympic athlete who also competed at state.