

Gloria Salinas

Gloria Salinas currently serves as the Vice President of the Frisco EDC where she leads the Business Development Team and oversees proactive efforts for headquarters relocations and supporting strategic business retention and expansion efforts for Frisco's existing employers. Frisco's continued growth in the areas of technology, innovation, and smart cities are also key area of focus for Gloria and the team.

Prior to joining the Frisco EDC, Gloria served as the Vice President of Economic Development at the Dallas Regional Chamber, where she led strategic corporate targeting and marketing initiatives to recruit corporations and emerging industries to the Dallas Region. She engaged with C-level executives, site location consultants, and commercial real estate professionals when corporations are considering a relocation to or expansion in the Dallas Region. She maintained critical partnerships with regional and city economic development offices.

Prior to joining the DRC, Salinas led business development efforts in the City of Dallas Office of Economic Development. She assisted with major economic development wins including Uber Technologies, Inc.'s major office expansion into downtown Dallas; Smoothie King Franchises, Inc.'s headquarters relocation from Louisiana to Dallas' Cypress Waters; Southern Botanical, Inc.'s headquarters expansion; PwC's Dallas office expansion and nomination for a Texas Enterprise Zone incentive; and other major corporate and industrial projects.

Before her work in Dallas, Salinas served as Odessa's first Director of Downtown Odessa, and Director of Marketing and Communications for the Irving – Las Colinas Chamber of Commerce. Her career began as a reporter, then editor for The Dallas Morning News, where she covered breaking news, crime, local politics, business, and feature stories.

A Dallas native, Salinas earned her Bachelor of Arts in journalism with double minors in American politics, law and administration and Spanish from Southern Methodist University (SMU) in Dallas, Texas. She is currently pursuing a STEM-designated Master of Business Administration (MBA) from SMU's Cox School of Business.

As an alumna of the Urban Land Institute of Dallas-Fort Worth Center for Leadership (CFL) class, she volunteers her time to work with incoming classes on small group projects to provide recommendations on a variety of land use and development issues for public agencies and nonprofits.

Additionally, Gloria serves on the Meadows 2050 Council, an alumni advisory board for SMU's Meadows School of the Arts. The Council informs the school's future vision, strategic planning, and decision-making related to recruitment, alumni engagement, career networking opportunities, and annual giving, while defining and implementing action items in support of these initiatives.