

MIKE VIESCA

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SUMMARY

Executive with 20+ years of experience in corporate communications, media relations, public affairs, and government affairs. Skilled spokesperson for government agencies, elected officials, and executives. Expertise in lobbying, external relations, and strategic communication across diverse industries. Bilingual in English and Spanish.

CORE SKILLS

- Media Relations & Pitching
- Lobbying & Government Affairs
- Strategic Social Media & Digital Communications
- Public Affairs & Public Policy
- Executive & Internal Communications
- Brand Management & GTM Strategies
- Crisis & Reputation Management
- Bilingual: English (Native), Spanish (Advanced)
- Agency Experience | Political Campaigns | Global Fortune 500

HONORS & AWARDS

- BCW Global: Employee of the Year

PROFESSIONAL EXPERIENCE

Strategic Consultant | Viesca Corporate Services, LLC |

Austin, TX Nov 2021 – Present

- Founded and manage a full-service communications and public affairs consultancy.
- Lead public policy and advocacy campaigns; provide crisis and reputation management.
- Deliver digital communications strategies for government and private clients.
- Certified vendor with the State of Texas HUB program.

Vice President of Marketing & Communications | Austin Habitat for Humanity | Austin, TX

Feb 2024 – Oct 2024

- Developed and executed a strategic marketing and communications initiative to increase engagement, outreach, and fundraising.
- Built awareness and drove sales for ReStores through integrated marketing strategies.
- Managed and mentored a high-performing marketing and communications team.

Head of Corporate Communications, North America | Ferrovial Holding Corp | Austin, TX

Jun 2022 – Aug 2023

- Directed corporate communications across North America for global infrastructure company.
- Coordinated with Ferrovial's global headquarters to ensure consistent messaging.
- Oversaw U.S. communications activities, vendor relationships, and crisis response.

Executive Vice President of Public Affairs | Pedernales Electric Cooperative | Johnson City, TX

Apr 2018 – Oct 2021

- Served on the Executive Team, shaping strategic direction for communications, legislative affairs, and community engagement.
- Acted as official spokesman for PEC and its Board of Directors.

- Represented organizational interests in legislative and regulatory proceedings.
- Developed outreach programs with local and state leaders.
- Managed budgets and enforced brand standards.

Communications Consultant | Utilicast | Austin, TX

Nov 2021 – Oct 2022

- Served as media contact and spokesman for North America.
- Developed communication strategies for Ferrovial's U.S. operations.
- Ensured message alignment with global headquarters.

Vice President / Austin Market Leader | BCW Global | Austin, TX

May 2008 – Apr 2018

- Led Austin market operations, business development, and client relations.
- Directed communications for corporate, government, and nonprofit clients.
- Supported Fortune 100 C-Suite executives with strategic communications and change management.

Media Relations Director | Texas Department of Criminal Justice | Austin, TX

Earlier Career: Texas Attorney General's Office – Deputy Press Secretary | Texas Department of Transportation – Communications Manager | News Reporter/Producer (TV)

EDUCATION

Bachelor of Arts, Broadcast Journalism – Texas Tech University, Lubbock, TX