MIKE VIESCA

Austin, TX • 512-750-6998 • mikeviesca@gmail.com
LinkedIn: linkedin.com/in/mikeviesca

EXECUTIVE SUMMARY

Communications and public affairs executive with 20+ years of experience advising executive leadership on reputation, policy, stakeholder engagement, crisis communications, and government affairs across the energy, infrastructure, technology, nonprofit, and public sectors. Trusted advisor to C-suite leaders navigating complex regulatory environments and high-profile issues. Bilingual in English and Spanish.

CORE EXPERTISE

Media Relations • Public Affairs • Government Relations • Crisis & Reputation Management • Executive Communications • Strategic Communications • Stakeholder Engagement • Brand Strategy • Business Development • Public Policy • Change Management • Bilingual (English/Spanish)

PROFESSIONAL EXPERIENCE

Vice President, Western Region – Texas
Silverline Communications | Mar 2026 – Oct 2026

- Lead business development and strategic communications for Texas while advising clients nationwide.
- Counsel C-suite executives on public affairs, media relations, stakeholder engagement, crisis communications, and executive positioning.
- Advise clients across energy, infrastructure, data centers, and emerging technology sectors.
- Develop executive thought leadership and market positioning strategies.

Strategic Consultant
Viesca Corporate Services, LLC | Nov 2021 – Present

- Founded and manage a communications and public affairs consultancy.
- Lead public policy, advocacy, crisis management, and strategic communications engagements.
- Certified State of Texas HUB vendor.

Vice President of Marketing & Communications
Austin Habitat for Humanity | Feb 2024 – Oct 2024

- Led strategic marketing and communications initiatives to increase engagement, outreach, fundraising, and retail performance.

Head of Corporate Communications, North America
Ferrovial Holding Corp. | Jun 2022 – Aug 2023

- Directed North American corporate communications and coordinated messaging with global headquarters.

Executive Vice President of Public Affairs
Pedernales Electric Cooperative | Apr 2018 – Oct 2021

- Executive Team member overseeing communications, legislative affairs, community engagement, and external relations.

Vice President / Austin Market Leader
BCW Global | May 2008 – Apr 2018

- Led Austin operations, client strategy, business development, and executive communications for Fortune 100 clients.

Earlier Career

- State of Texas
- News Reporter/Producer (TV)

EDUCATION

Bachelor of Arts, Broadcast Journalism
Texas Tech University