

Leslie Sanchez

Award-winning Author, CBS News Political Contributor and Producer, Former White House Director

Leslie Sanchez is a sought-after speaker, media entrepreneur, and award-winning expert on trending issues impacting women and Hispanics/Latinos in the United States. A pollster and market research analyst by training, she is currently a CBS News political contributor and documentary producer for their 24-hour streaming channel CBSN.

A trailblazer in media, Sanchez was one of only two Hispanic Americans ever hired as political contributors at a major news network, and the first at CNN (2008). She was the first Latina political contributor to provide analysis on Sunday public affairs shows; and in 2018 during the Midterm Election Night coverage, she became the first Hispanic woman to provide prime time election analysis on the CBS News desk. The author of two critically-acclaimed books, Leslie accurately predicted two seismic political shifts: evolution of Latino voters (*Los Republicanos*) and the geopolitical challenges facing Hillary Clinton's 2016 campaign for the White House (*You've Come a Long Way, Maybe*).

Her expertise in communications research makes her an industry leader at the forefront of data-driven analysis that aids decision-making and training for Fortune 1000, global brands and early stage startups, international non-profits, and elected officials. *Hispanic Business* magazine called her one of the nation's "100 Most Influential Hispanics," and she was named "Texas Powerbroker" by the Houston Chronicle for being among the most influential Texans in Washington.

In 2011 Sanchez launched her third startup, Impacto Media, to curate and produce digital content that highlights the nation's most pressing social, economic issues. Her award-winning documentary films have raised over \$7M for Hispanic-oriented causes and current films are anchoring \$50M in capital campaigns.

Leslie started her career selling P.F. Collier encyclopedias door-to-door. Once in Washington, she worked as a legislative aide for former U.S. Rep. Henry Bonilla (TX-23) and served as deputy press secretary at the Republican National Committee where she was one of the principal architects of the organization's first-ever multi-million-dollar ad campaign aimed at Hispanic voters. Soon after, Leslie was appointed by President George W. Bush to serve as executive director of the White House Initiative on Hispanic Education.

Leslie has earned a MBA from Johns Hopkins University and a B.A. from The George Washington University. She served on the board of Providence Health Foundation in Washington, D.C. and is a director of Nativity School, a high-performing inner-city school in Los Angeles.