



Arthur Rojas Emerson

Chairman and CEO, GRE Creative Communications

Director, Luby's, Inc., First Call M.D., The San Antonio Medical Foundation

Arthur Rojas Emerson is Chairman and CEO of GRE Creative Communications, an eleven-year old full-service, bilingual marketing and public relations agency headquartered in San Antonio with offices in Washington DC., Austin and the Rio Grande Valley. He oversees the implementation of numerous local, regional and national campaigns.

Prior to the agency, Rojas Emerson was Vice President of Telemundo Texas owned and operated television stations. He joined Telemundo in 1989 with the assignment to build and manage KVDA-TV. In 1994 he was promoted to oversee Telemundo stations throughout Texas. Before joining the television network, Rojas Emerson held various management assignments in production, programming and sales with the CBS station KENS-TV.

Over the years, the community has tapped Rojas Emerson's leadership for a variety of organizations. He is the immediate past Chairman of executive committee of the Free Trade Alliance, American Public Television Stations, Commissioner for the Texas Military Preparedness Commission, past chair of Port of San Antonio, past chairman of the Governor's Advisory Committee on Aerospace Aviation, and past chairman of Public Television Station KLRN. He served as Chairman of the Greater San Antonio Chamber of Commerce, as well as the Hispanic Chamber, and is the only person to have held both positions. In 1995, Rojas Emerson served as Chairman of CPS Energy, the nation's largest publicly-owned utility.

Emerson also serves on the boards of: Luby's Inc., First Call M.D., and The San Antonio Medical Foundation. He served two terms on the San Antonio Branch of the Dallas Federal Reserve Board, and in 2000, Gov. George W. Bush appointed Rojas Emerson to the Texas Aerospace Commission.

He received The Ernie Lifetime Achievement Award from The Avenida Guadalupe, The Silver Medal Award from The Advertising Federation, Media of Excellence Award from Women in Communications, The Distinguished Leader Award from the Greater Chamber of Commerce, The Brillante Award from Texas Hispanic Magazine, and was named a San Antonio Legend in recognition for community service by the South Chamber.