

**Cristina Ballí**  
**Executive Director**



Twenty years of experience in nonprofit community-based work, and over a decade in Latino arts programming and administration in Texas, makes Cristina Ballí the perfect fit for the Guadalupe Cultural Arts Center. Most recently she has made a significant impact state wide as Executive Director of Texas Folklife, the Austin-based organization designated by the National Endowment for the Arts to preserve and present the diverse cultures and living heritage of the Lone Star State.

Before her work as an arts administrator Ballí earned her B.A. in Social Work from Our Lady of the Lake University in San Antonio Texas. Over the course of her career she has most notably served as Producer/Operations Manager at RGV Educational Broadcasting in Harlingen Texas, Director of the Narciso Martinez Cultural Arts Center in San Benito Texas, Tourism/Fund Development Coordinator in San Benito, Texas where she oversaw the opening of the Historical, Conjunto Hall of Fame and Freddy Fender Museums, and most recently Executive Director of Texas Folklife.

Cristina has proven to be highly successful in increasing visibility for all of the organizations she has worked with, primarily through the production of compelling artistic programs. As Director of Narciso Martinez Cultural Arts Center in San Benito, a small but powerful Chicano arts organization, she gained an international platform as an ambassador of border culture and conjunto music particularly.