

Jasmin Chavez Cruz

Born in El Salvador and raised in Falls Church, Virginia, Jasmin began organizing in her community in middle school. Her early passion for justice and service has grown into a lifelong mission to bridge the gap between government and the communities it serves.

She currently serves as the Political Director for Coalitions in the Northern Virginia region for the Spanberger for Governor campaign, a high-profile statewide race. In this senior role, Jasmin leads Latino outreach efforts across the Commonwealth, working to ensure that Latino voices, priorities, and leaders are meaningfully included in campaign strategy and mobilization. As the only Latina serving in a political advisory capacity on the campaign, her role is both impactful and historic, providing critical guidance on how to authentically engage and energize one of Virginia's fastest-growing voting blocs.



Most recently, she served as an Associate Director for the White House Internship Program where she led outreach and recruitment and built a diverse and high-impact pipeline for future public servants. She also spent two years at the U.S. Department of Education, where she supported high-level Latino and faith-based engagement, led the planning of national events with senior administration officials, and crafted messaging and digital outreach.

Jasmin has also served as the Virginia State Director for the League of United Latin American Citizens for three years and played a pivotal role in the 2020 Biden-Harris campaign as Chair for Latino Youth Outreach in Virginia.

Known for her authenticity, heart, and impact, Jasmin continues championing inclusive leadership and expanding opportunities for the next generation. She has received multiple national honors for her leadership and service, including the LULAC National Woman of the Year Award in 2018 and Hispanic Executive's 30 Under 30 Award in 2023, to name a few. On September 15 she will receive her highest recognition to date: the Rising Star Award from the Latino Leaders Network.