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*“Strong campaigns  
are built on  
integrity, discipline,  
and real  
connection.”*

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ABOUT

# JENNY TAVAREZ

Jenny Tavaréz is a seasoned strategist with more than 15 years of experience at the intersection of politics, public affairs, community engagement, and brand strategy.

She is the Founder and Principal of Elective IQ, a consulting firm that helps candidates, nonprofits, and organizations build smarter campaigns, stronger communities, and durable public trust.

Jenny has worked across local, regional, and statewide initiatives, supporting elected officials, judicial candidates, advocacy organizations, and civic institutions with operations, fundraising strategy, communications, and coalition-building. Her work is grounded in a deep understanding of government processes, campaign finance compliance, and stakeholder engagement—paired with a creative, human-centered approach to storytelling and strategy.

Previously, Jenny served as a Senior Economic Development Specialist with the City of San Antonio, where she audited more than \$1 billion in city contracts and trained vendors on municipal procurement systems.

This experience sharpened her ability to navigate complex bureaucracies, align public goals with private partners, and translate policy into actionable outcomes—skills that now inform her consulting work.

Through Elective IQ, Jenny advises on campaign operations, donor strategy, branding and messaging, community outreach, event strategy, and organizational positioning. She is particularly known for stepping into high-pressure environments, bringing clarity to chaos, and building systems that allow teams to scale with confidence and integrity.

Jenny is deeply committed to public service and community leadership. She has served in leadership roles with Texas Business Women San Antonio, Texas Public Radio’s Community Advisory Board, and the San Antonio Arts Commission’s Performing Arts, Film & Music Committee. Her work reflects a belief that strong democracy is built not only through winning campaigns, but through trust, competence, and meaningful engagement.

A native Texan, Jenny brings both strategic rigor and lived experience to her work. She is driven by the belief that politics and public institutions work best when they are accessible, ethical, and grounded in the real lives of the people they serve.