

**Melanie Mendez-Gonzales**  
**Digital Media Entrepreneur and Community Leader**

Call her a multi-passion chaser. Melanie Mendez-Gonzales is the managing partner of MMG Media, LLC and founder of the award winning blog Que Means What. She uses the digital media landscape to create and amplify stories about Latina leaders, representation of the Latino community and her experiences as a Mexican-American exploring her own identity.

Since the start of her blogging career in 2010, she has received various recognitions but she is most proud of receiving the 2018 TECLA Award “The Jewel Award” for Social Good Content Creator. Melanie has worked with Fortune 500 companies such as Walmart, Toyota, and Disneyland. She has also collaborated with local organizations such as Girl Scouts of Southwest Texas, San Antonio College, and LiftFund US.

Melanie is a four-time South by Southwest (SXSW) speaker on entrepreneurship, diversity in the outdoors, multicultural influencers, and parenting with STEM education. She has also been a speaker at H-E-B Diversity and Inclusion Summit, Women’s Global Connection Girls Summit, Voto Latino Power Summit, and Hispanicize Event.

Melanie is the 2022 Co-Chair of the Latina Leadership Institute, a program of the San Antonio Hispanic Chamber of Commerce. She serves as a Board Member and Communications Chair of SAY Si, a youth arts education nonprofit in San Antonio, TX. Melanie is Dare to Lead™ Trained and has received a Diversity, Equity and Inclusion Certificate from University of South Florida.

As a proud seventh-generation Tejana, Melanie is raising her two boys in San Antonio with her husband. You can find her on social media as @QueMeansWhat.