



Board Agenda Item

7-20-2026

Reports of the
Superintendent
☐

Action
Item
☐

Consent
Agenda
☐

Reports,
Routine Monthly
☐

Other
☒

Subject:

VII. COMMUNICATIONS
A. INTRODUCTIONS
1. Chief Communications Officer Kristen Escovedo

**Presenter or Contact
Person:**

Superintendent Dr. Maria Gamell

Policy/Code:

Not applicable.

Summary:

Attachments:

Kristen Escovedo's biography.

Recommendation:

Not applicable.

**Recommended
Motion:**

Not applicable.

Kristen Escovedo has almost 30 years of experience in strategic communications. She started her career down the road in Oak Cliff at Dallas County Schools. From there, she went on to serve as the Director of Communications at Eagle Mountain-Saginaw ISD for almost a decade.

After taking a hiatus from full-time school communications, Kristen opened a consulting company where she helped school districts, nonprofits, and small businesses develop and maintain thriving communications and marketing programs. Throughout her career she has helped school districts pass nearly two billion dollars in bond programs, launched two successful women-owned business brands, and worked with numerous organizations to navigate crises ranging from cyber attacks to the pandemic. Most recently, she spent a year serving as the Interim Chief of Communications for Cedar Hill ISD.

At the heart of everything she does is Kristen's belief that effective communication changes everything. It is the key to building trust and building brands. It is the cornerstone of healthy relationships at every level and crucial to increasing understanding and building brand loyalty.

Kristen earned her degree in Communications from the University of North Texas. She has been married to the love of her life, Richie, for more than 25 years and they have two grown children; Anna and Ryan.