

Xochitl Hinojosa: From the Lone Star State to the State of the Union, Communicating Complex Policies & Rebuilding a Party

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Former Democratic National Committee spokesperson Xochitl Hinojosa helped rebuild the Democratic Party; led the communications strategy around the 2020 Democratic presidential nominating process; and was a spokesperson for the party during the General Election. A pro at delivering complex information effectively and deftly shaping policy, DNC Chair and Labor Secretary Tom Perez recognized Xochitl as a “strategic, tenacious leader who was indispensable to the DNC’s success.” Xochitl tells listeners about her passion for policy, that started at a young age as a member of a family who is heavily involved in Texas state politics. Hosts [Dee Martin](#), Yasmin Nelson and [Carolyn Spector](#) dive into Xochitl’s background and how she is continuing to shape policy as a managing director at Bully Pulpit Interactive. Xochitl also shares some advice that younger communications professionals won’t want to miss!

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