

Jen Paul Schroer

Secretary Jen Paul Schroer was appointed as Secretary of Tourism by Governor Michelle Lujan Grisham in January 2019.

Prior to her appointment to Governor Michelle Lujan Grisham's Cabinet as Tourism Secretary, Jen served as the President & CEO of New Mexico Hospitality Association, where she led the merger of two state level trade associations and went on to pass key legislation to help boost tourism development. Jen helped launch a series of cross-collaborative initiatives that helped bridge business and government to spur economic development, established an endowed scholarship fund for hospitality and tourism students, and enhanced continued learning opportunities for hospitality and tourism professionals by hosting professional development programming at statewide conferences.