

Natalie Ruiz serves as Chief Development Officer for the City of College Station. Natalie began her career with the City of College Station over 30 years ago in Planning and Development Services. After 15 years with the city, Natalie successfully launched and led a consulting firm that provided planning and development expertise to communities across Texas. She returned to College Station in 2014 as Economic Development Director. As Chief Development Officer, Natalie oversees all economic development and tourism activities, including Visit and Compete College Station. Under her leadership, College Station has seen incredible growth in sales tax, primary jobs, industry partnerships and quality of life. Natalie holds a bachelor's degree from Texas A&M University.