



At this moment in his fascinating multi-faceted career, Enrique G. ("Quique") Cruz provides expert strategic business consulting while also serving, since 2007, as the highly-respected host of top-rated Uno Radio Group's two-hour afternoon drive-time program, "Análisis 630" on NotiUno (630AM) and writing a weekly column at El Vocero, giving his audience a unique brand of political and socio-economic analysis, incisive interviews and commentary.

His combination of business acumen and political savvy allows his guests to get their message across, while allowing his audience to better see and understand the often complex issues that affect them.

He began his career in 1982 by joining American Airlines (AA) as part of its Passenger Services team, quickly rising to Regional Manager-Passenger Sales & Reservations for Puerto Rico-US Virgin Islands, Regional Managing Director- Mexico (1994-97) and Regional Managing Director-Caribbean (1997-2003)... the first Puerto Rican to be named a Managing Director by AA... and at the age of 34.

In 1997, he was also entrusted with serving as AA's Government Affairs Director for Puerto Rico, and in 2001 Managing Director for the Caribbean, assessing strategic business alliances and opportunities for business development, as well as for providing effective community representation.

"A Champion is someone who gets up when he can't" - Jack Dempsey

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