



**Monique Fragua**  
**President and CEO**  
**Indian Pueblo Cultural Center**  
**Indian Pueblos Marketing, Inc.**

*Monique Fragua serves as President and CEO of the Indian Pueblo Cultural Center (IPCC) and Indian Pueblos Marketing, Inc. (IPMI), making history as the first woman to lead both organizations. A proud member of the Pueblo of Jemez, Ms. Fragua brings more than a*

*decade of executive leadership experience, a deep commitment to community, respectfully sharing native culture, and a bold vision for economic empowerment.*

*Throughout her career, she has championed initiatives that support Native-owned enterprises, create employment opportunities, and foster leadership within Pueblo communities. Under her guidance, IPCC has expanded its role as a cultural and educational hub while IPMI continues to thrive as a successful model of tribally owned business innovation.*

*Monique is widely recognized for her collaborative spirit, strategic leadership, and dedication to uplifting Indigenous voices. Her work not only strengthens Pueblo communities but also enriches the broader New Mexico economy and cultural landscape.*

# Monique R. Fragua

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## Summary of Qualifications

Executive leader with progressive experience, where responsibility has increased through demonstrated ability to lead. Consistently able to learn while identifying strengths and weaknesses within a corporate setting utilizing known business practices and strategic analysis to make informed decisions that directly impact the organization and unit operation.

## Areas of Expertise

Business Strategy, Organizational Review & Analysis, Organizational Development, Public Speaking, Data Analytics, Organizational Restructuring, Training & Employee Development, Customer Service, Development of Policies & Procedures, Operational Management, Marketing, and Communication.

## Professional Experience

### **President/CEO**

April 2025-Current

Indian Pueblo Cultural Center & Indian Pueblos Marketing, Inc.

Visionary and results-driven President/CEO with executive leadership experience specializing in strategic growth, operational excellence, and organizational transformation. Proven ability to build and lead high-performing teams, cultivate shareholder relationships, and drive sustainable impact. Passionate about innovation, community engagement, and leading with integrity to position organizations for long-term success.

### **Chief Operating Officer**

July 2022- March 2025

Indian Pueblo Cultural Center & Indian Pueblos Marketing, Inc.

Provides direction and leadership through goal setting, accountability, fiscal responsibility, and stewardship to a wide array of departments and business entities under the umbrella of both the non-profit and for-profit arms of the organization business by:

- Conducting ongoing analysis of strategy and performance measures to ensure organizational stability, effective utilization of resources, and preservation of assets.
- Serving as a representative of the organization ensuring key relationships and communication are made on behalf of the organization, Board of Directors, and Pueblo Shareholders.
- Oversee existing operations to ensure goals and customer expectations are met and often exceeded through product offerings, customer service standards, and quality of experience.
- Provide strategic direction to the overall organization by developing new strategies to ensure balanced growth, proper alignment and allocation of resources, and development of team members.

### ***Vice-President of Commercial Enterprises***

March 2019- July 2022

\*Promoted to Chief Operating Officer

Indian Pueblos Marketing, Inc.

Provides business strategy and leadership through data analytics and analysis to the multiple units included in the portfolio of Indian Pueblo's Marketing, Inc. and subsidiaries. A wholly owned corporation of the 19 Pueblos of New Mexico. Ensures accountability, fiscal responsibility stewardship, and growth while aligning performance to organizational mission, key performance initiatives, individual business unit core purposes, and long-term strategy of the shareholders and board of directors.

### ***Vice-President of Operations***

January 2018-March 2019

Indian Pueblo Cultural Center & Indian Pueblos Marketing, Inc.

\*Promoted to Vice-President of Commercial Enterprises

Provides direction and leadership through goal setting, accountability, fiscal responsibility, and stewardship to non- and for-profit business entities by:

- Conducting ongoing analysis of business strategy and performance to ensure organizational stability, effective utilization of resources, and preservation of assets.
- Serving as a representative of the organization ensuring key relationships and communication are made on behalf of the organization, board of directors, and shareholders.
- Oversaw existing operations and developed new business strategies to ensure portfolio balance and continued organizational growth.

### ***Museum Director***

February 2016-December 2017

Indian Pueblo Cultural Center

\*Promoted to Vice-President of Operations

Guides the strategic, operational, and programmatic aspects ensuring initiatives representing the mission and strategic direction of the organization.

- Responsible for leading the team in caring for the collection, developing museum exhibitions, and implementing educational programming, all while maintaining a high level of customer engagement and experience.
- Leads museum team in responsible fiscal management identifying the best use of resources to reach goals effectively and efficiently.
- Work alongside the team to respectfully represent the living communities, evolving history, art, and traditional values of the unique nineteen Pueblo communities of New Mexico.

### ***Operations Director***

October 2012-February 2016

Indian Pueblos Marketing Inc.

\*Promoted to Museum Director

Oversaw existing and developing profit centers for Indian Pueblos Marketing Inc. focusing on business structure, and financial management, using competitive edge and industry trends to build business.

- Manage profit centers to improve competitive position and profitability.
- Conduct project feasibility studies and cost/benefit analysis for potential projects that build and enhance the overall business portfolio.

## **Education**

### **Masters of Business Administration, 2011**

New Mexico Highlands University, Las Vegas- New Mexico

Concentration: Human Resource Management

### **Bachelor of Arts in Business Administration, 2008**

New Mexico Highlands University, Las Vegas- New Mexico, Cum Laude

## **Accomplishments**

New Mexico Business First Diverse Leader Honoree- 2019

Leadership Albuquerque Graduate- Class of 2018

TedX ABQ Main Stage Speaker- 2018

2024 Team USA World Archery 3D Team Member

56<sup>th</sup> USA Archery Indoor National Champion: Silver Metal Recipient - 2025

New Mexico State Archery Association: Traditional Recurve State Record Holder 40m- 2022

## **Recent Volunteer & Board Activity**

Pueblo of Jemez Housing Authority: Board of Commissioners, Chair

Albuquerque Community Foundation Board of Trustees

Homewise Board Member