Mr. Madrid has been selected to serve as Associate Administrator for the Office of Entrepreneurial Development (OED) at the U.S. Small Business Administration. In this role, Mr. Madrid will lead the OED, which is the SBA's technical assistance arm with a national resource network including Small Business Development Centers (SBDCs), Women's Business Centers (WBCs), SCORE, and the Office of Entrepreneurship Education.

Previously Mr. Madrid served as CEO of Latino Business Action Network, a national 501(c)(3) organization focused on strengthening America through funding and supporting U.S. Latino entrepreneurial research and education-impact programs at Stanford University. Mr. Madrid was named the 2019 Silicon Valley Nonprofit CEO of the Year by the Silicon Valley Business Journal. He serves on the Board of Trustees for Scholarship America, the leading nonprofit scholarship and educational support organization in the United States. He is an Honorary Colonel of the United States Army and Jefferson Award recipient.

Before his chief executive nonprofit roles, Mr, Madrid held a senior executive career in banking that began on Wall Street in 1995 with J.P. Morgan. His passion for American small businesses is dedicated to his father, who passed away from COVID-19 in 2020. His father, Marcos Madrid, Jr., owned a welding business for over four decades.

Mr. Madrid holds a BBA from the University of Texas at Austin McCombs School of Business and a Master of Nonprofit Administration degree from the University of Notre Dame Mendoza College of Business.