Jesus Azanza Named President/CEO of the Texas Nursery & Landscape Association

CEDAR PARK, TX, UNITED STATES, September 14, 2026 /EINPresswire.com/ -- The Texas Nursery & Landscape Association (TNLA) Board of Directors has selected Jesus Azanza as the Association's next President and Chief Executive Officer. Azanza will begin his new role on November 1, 2026.



Azanza brings more than 17 years of experience in association leadership, strategic planning, advocacy, marketing, business development and member engagement. He currently serves as Executive Director for the Austin, Greater Houston and San Antonio chapters of the Community Associations Institute, where he advises each chapter's Board of Directors and leads organizational operations, governance, financial management, programming and growth initiatives.

"Jesus has an impressive record of strengthening associations, increasing member engagement and developing programs that deliver measurable value," said Kyle Cahill, TCLP, TNLA Board Chair. "His collaborative leadership style, strategic perspective and commitment to exceptional member experiences make him an excellent choice to lead TNLA into its next chapter."

During his tenure with the Community Associations Institute, Azanza achieved substantial gains in membership, sponsorships, event participation and organizational revenue. He significantly increased sponsorship and educational program revenue, as well. Azanza has also served as the lead legislative and policy staff coordinator for all three Community Associations Institute chapters in Texas. In that role, he has worked closely with industry advocates and association leaders to advance statewide policy priorities and strengthen member participation in the legislative process.

Before joining the Community Associations Institute, Azanza served as Director of

Communications and Marketing for the Texas Food & Fuel Association. He previously served as Director of Member Services for the Texas Affiliation of Affordable Housing Providers. Across these roles, he led statewide communications, advocacy initiatives, major conferences, membership campaigns, publications, sponsorship programs and organizational technology improvements.
Steve Taber, a member of the TNLA Board of Directors and a member of the Search Committee stated, “The selection followed an extensive national search conducted in partnership with a respected executive placement firm.

We were fortunate to consider an exceptionally strong field of candidates, reflecting the depth of leadership within and beyond TNLA. After lengthy and careful evaluation, the selection committee concluded that our new President/CEO, Jesus Aranza, brings the broad experience needed to lead TNLA effectively. We remain grateful for the outstanding talent already contributing to our organization and look forward to the future of TNLA.”

Rebecca Dubiski, owner of Landscape Art and member of the Search Committee, stated, “The Search Committee spent months evaluating candidates to fill the position of TNLA CEO. Jesus Azanza stood out as the right leader to take TNLA into its next chapter, and I look forward to supporting him in his new role.”

Azanza has received numerous honors from the Community Associations Institute, including the 2022 National Executive Director Rising Star Award and the 2026 CAI San Antonio Chapter President’s Award. The chapters under his leadership have also received national recognition for membership growth, innovative events, legislative engagement and statewide leadership development.

He earned a Bachelor of Arts in Sociology with a minor in Social Work from Texas State University. Azanza lives in Round Rock with his wife and their three daughters.

“TNLA’s Board conducted a thoughtful and comprehensive search for its next President/CEO,” Cahill added. “We are confident that Jesus’ association experience, creativity, and focus on strategic growth will serve our members and the Texas green industry exceptionally well.”

Azanza will replace Amy Graham, who will be retiring on November 20, 2026. She has served the association for the last 25 years. The Association appreciates her many efforts in assisting the green industry in Texas.

About the Texas Nursery & Landscape Association
The Texas Nursery & Landscape Association is the leading trade association representing businesses and professionals throughout Texas’ nursery and landscape industry. TNLA advances the industry through advocacy, workforce development, certification, innovation and opportunities that connect and strengthen its members.

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