

Frances Castañeda Dyess

Frances Castañeda Dyess is a native Houstonian, driven by passion for her community and championing the advancement of businesses as the engines of economic progress.

Ms. Castañeda Dyess joined the Houston East End Chamber of Commerce in 2010 as President. Under her leadership she's driven significant growth in Chamber membership and operating revenue, solidifying the economic presence, investment and clout of this area adjacent to downtown Houston.

In addition to creating economic and workforce development programs, East End member businesses have followed her lead by creating and leveraging new relationships and strategic partnerships.

Much of her passion for the East End stems from her deep dedication to her childhood community. Ms. Castañeda Dyess helped launch a new initiative, the East End Education Symposium, to highlight the national shortage of engineering graduates and skilled technicians throughout the U.S. She has played a pivotal role in the East End Street Fest at the Navigation Esplanade. Under her leadership it grew in revenue, attendance and continues to build awareness and community pride of the East End Community.

Prior to joining the East End Chamber, Ms. Castañeda Dyess was Director of Corporate Services for the Houston Rockets, and remains the team's #1 Fan. A graduate of Southern Methodist University, she worked in the advertising industry in Dallas, and returned to her beloved Houston with Lopez Negrete Communications.

Ms. Castañeda Dyess believes deeply in the power of community and she supports numerous communities causes throughout Houston. She chaired the 2009 Talento Bilingue de Houston Gala; the 2011 Girls Inc. Luncheon; in 2013 co-chaired the El Centro de Corazon Luncheon; in 2016 the working chair for Child & Adult Protective Services' 50th Anniversary Luncheon; in 2020, co-chaired the El Centro de Corazon Luncheon.

Her Board of Director appointments include: Appointed by Judge Lina Hidalgo as the first Hispanic Female Member of the newly formed, Board of Pilot Commissioners for the Ports of Harris County; HISD Foundation; Texas Executive Women-Secretary; YMCA of Greater Houston; and the East Downtown RA/TIRZ-Projects Committee Chair.

Ms. Castañeda Dyess is also a founding member of the Hispanic Impact Panel of Houston; member of Port Houston Partners in Maritime Education Committee (PHPME); Rotary Club of Harrisburg; American Leadership Forum Class of XXVII; Center for Houston's Future 2015 Fall Class and former board member of the Harris County Child & Adult Protective Services; American Leadership Forum; Sam Houston Council Boy Scouts; TBH de Houston; and appointed to a 5-year member of the HCC Bond Oversight Committee (BOC) during their \$425 million capital improvement program.

Among her many honors, Ms. Castañeda Dyess was honored as a 2021 Comcast Hispanic Hero Award Recipient; 2021 El Centro de Corazon-Making a Difference Award Honoree; 2021 Houston Rockets Hispanic Noche Latina Game Honoree; 2020 Leadership Award from Center for Pursuit; Top 30 Influential Women of Houston of 2016 by d-mars.com; SER-Jobs for Progress Inaugural Alumni & Community Leader Award in 2014; named one of Houston's 50 Most Influential Women of 2013 by Houston Women's Magazine; 2012 Outstanding Hispanic Community Leader by the Houston Dynamos; 2010 Hispanic Women in Leadership Recipient; and, 2008 Woman on the Move by Texas Executive Women.

She has completed ten full marathons and enjoys world traveling with her husband John and spending time at their East End home with their German Shepherd dog Joy.

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