

Cruz Esparza IV
Economic Development Manager
Office of the City Manager
City of San Bernardino

As Economic Development Manager for the City of San Bernardino, Cruz oversees Business Retention and Attraction activities —working to retain and assist current businesses in the City, while also promoting attraction efforts and development opportunities in the retail, office and industrial sectors. Part of the City Manager’s office, Cruz joined the City in 2015.

Cruz has worked in the public economic development sector for over 20 years, beginning his career with the City of Pomona. Cruz also worked for the City of Chino for 13 years, beginning many successful programs and managing the Economic Development Division for his last 6 years while there.

Cruz learned early the key to successful economic development was to provide a business friendly attitude, along with responsive customer service and being the “go-to” person for the business community. Being business friendly was not just something said, it was something to be practiced.

A graduate of Cal Poly Pomona, Cruz earned a B.S. degree in Urban & Regional Planning. He is an active member and supporter of ICSC (International Council of Shopping Centers), CALED (California Association for Local Economic Development), and Cal Poly Pomona Alumni Association.