Gema Tarango Deleon

Gema Tarango Deleon serves as the President of WISE (Women in Sports and Events) San Diego, a nonprofit organization and the leading voice and resource for women in the business of sports. Through peer support, mentoring programs and professional development and training, she leads the San Diego chapter in executing their mission of empowering women in the sports industry. She was a part of the founding board for WISE San Diego and has served on the board of the chapter since its inception in 2012.

Deleon, a Southern California native, received her B.A. from San Diego State University in Journalism with an emphasis in Media Studies and a minor in Television, Film and New Media before beginning her career with the San Diego Sports Commission after graduation. Deleon is also the Director of Marketing Communications at San Diego State University’s Fowler College of Business.

Deleon has worked in various marketing and communication roles throughout her career including supporting FOX Sports San Diego, the local regional sports network and exclusive television home of the San Diego Padres. Prior to her current role at San Diego State, she served as the Sr. Manager of Marketing & PR for the Century Club of San Diego to produce the Farmers Insurance Open, the PGA TOUR’s San Diego stop at historic Torrey Pines Golf Course. This year, Deleon’s marketing and communication efforts earned the “Best Integrated Marketing” Award from the PGA TOUR.

In her current role at SDSU’s Fowler College of Business, she is responsible for the development and execution of integrated marketing communication campaigns and programs for the college.

Deleon lives in the Mission Valley area of San Diego with her husband Christian Deleon and their 7-year-old rescue Chihuahua/pug mix, Joc.