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DLBA Selects James Ahumada as New Senior Vice President & Deputy CEO

(LONG BEACH, CA – February 27, 2023) The Downtown Long Beach Alliance (DLBA) is excited to announce the appointment of James Ahumada as Senior Vice President & Deputy CEO.

“James is going to be a great addition to the Alliance and he’ll compliment so many of the changes we are working to implement,” said DLBA President & CEO Austin Metoyer. “Ahumada is coming to the team with a strong background in city operations, great relationships with business leaders, and a deep understanding of the core values of Long Beach which will allow him to make an immediate impact in DTLB.”

James joins DLBA with a wealth of experience in change management and community relationship building at the municipal, state and federal levels — having recently worked as former Mayor Robert Garcia’s Chief of Staff. Specifically, Ahumada will oversee DLBA’s efforts in Marketing and Communications, Public Realm, Clean and Safe, and Legislative Affairs. The Senior Vice President & Deputy CEO will also help lead the DLBA management team in developing long-range plans and implementing the 2022 PBID renewal objectives.

“2023 represents strong new beginnings for our economy, the Downtown and the DLBA,” said Chair of the DLBA Board of Directors, Debra Fixen. “We are excited to bring Ahumada onto the team and allow his experience running the Legislative Department for the City of Long Beach to further strengthen our efforts.”

Prior to serving as former Mayor Garcia’s Chief of Staff, Ahumada worked as Communications Director — leading much of the Mayor’s communications throughout the COVID-19 pandemic. Most immediately, James worked in the Office of Congressman Robert Garcia to set up the Representative’s Washington, D.C. and Long Beach teams.

“We were very lucky to have James lead our team, especially throughout the pandemic and this Congressional transition. We’re excited to see him move on to a job that will continue to better our city,” said Congressman Robert Garcia (CA-42) and former Mayor of Long Beach.

Ahumada's work in Long Beach began in education, at Long Beach State as a public information officer and head of a communications and marketing division responsible for some of the campus' largest assets and most popular events and concerts.

"Long Beach is a very special place to me, and I'm very excited to get to work to help strengthen the Downtown," said Ahumada. "I'm looking forward to getting to know even more about our business owners, property owners, and residents as we continue the good work DLBA has already set in motion. The pandemic had a profound impact on the economics of our commercial area, but I am confident that with the support of the DLBA board and staff, the City, and our many stakeholders — there's no question DTLB will continue to thrive. I'm looking forward to getting to it."

Prior to Long Beach, Ahumada worked in Washington, D.C. for Congressman and Ranking Member on the House Energy and Commerce Committee Henry Waxman, handling press and a legislative portfolio that included small business, labor, education, financial services and the budget committee. James first moved to Long Beach in 2008 and has been a homeowner in Downtown Long Beach since 2016. He's a proud Rotarian and CSULB alum, having served on the alumni board of directors for several years as Vice President of Finance. He will officially assume the role of Senior Vice President & Deputy CEO on March 1, 2023.

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About the Downtown Long Beach Alliance: DLBA is a non-profit, community-based organization whose mission is to cultivate, preserve and promote a healthy, safe, and prosperous Downtown. By balancing the interests of the residents, as well as businesses, the DLBA creates tangible progress by way of vested interest and solidified partnerships across local, municipal, and commercial lines. For additional information, visit www.downtownlongbeach.org, or follow on Facebook @downtownlongbeach, and on Twitter and Instagram @DLBA.