

HERMAN WRIGHT JR.



A rancher, marketer, and filmmaker, Herman Wright Jr. is a successful entrepreneur with a 20 year history in corporate America as both an officer and executive for three Fortune 500 companies. During his corporate career he has managed operations in Austin, TX; Virginia Beach, VA; Chicago, IL; and Los Angeles, CA. In 1993 his sales organization in Austin, TX was honored as one of the top five sales forces in America by **Sales and Marketing Management Magazine**. His achievements most notably include leadership of Health Net of California, a cross-border company created to provide affordable healthcare to Southern Californians across the U.S.-Mexico border and a billion dollar revenue subsidiary in California from 2003 to 2005. As Chief Marketing Officer of Amerigroup he was part of a leadership team that completed an IPO and took a start-up company to the New York Stock Exchange in 2003. In 2005 he was

featured in an issue of **Diversity Inc. Magazine**.

Since leaving his corporate career, Herman has focused his time on his 500 acre cattle ranch **Wright Brothers Cattle Company** in East Texas (which has been in his family since 1874), his marketing company **3WG** with a focus on branding and revenue growth, and his production company **MC3 Company**, which produced the 2005 film *The Long Black Line*, from which a trilogy of films is due to be released in 2008 (<http://www.thelongblackline.com/>). He is currently completing the formation of a 501c3 organization (**The Long Black Line.Org**) from which he will support school districts and cultural organizations that promotes his film's theme in American history curriculum (<http://www.thelongblackline.org/>). His story was recently featured in the Winter 2006 edition of **Landscapes Magazine**.

A Texas native, Herman is the son of Lieutenant Colonel Herman Wright (deceased), but grew up in six different states, as well as Africa, and Central America. Following his father's example, Herman is a former Army Field Artillery Officer having served in the First Infantry Division. Herman and his wife Debra live in Houston, TX and also own a home at his ranch in Mt. Union, TX. They are also the proud parents to two daughters, Elizabeth Wright of Studio City, CA and Lauren Wright of Boulder, CO.

Herman has a B.A. from Texas Christian University and a law degree from the University of Texas. His film was featured in a recent TCU publication.