



Joe Paz Herrera has been a resident of Medina County for 20 years. Joe, along with his wife of 18 years, Cecily, their dog Mr. Biscuits, and two cats, Spooky and Una Lou, reside in Natalia, TX.

A graduate of Holy Cross High School in San Antonio, Joe attended Palo Alto College, earned a degree from The University of Texas at San Antonio, and obtained an MBA from Our Lady of the Lake University.

In 2020, 2022, and 2024, Joe was the Democratic Nominee for State Representative HD 53. So why the shift to State Senate District 24? Joe is running for the Senate Seat as part of his grassroots campaign to honor the hard work of his grandparents, who have roots in the Poteet and Somerset Texas area. Two of his grandparents, Ricardo and Celia Alvarado, are buried near Rossville Texas, making this race personal for him.

Joe's paternal grandfather, Joe P. Herrera, was a Purple Heart recipient, and his father, Paz Ruben Herrera, served in the Air Force Reserves. Joe understands the importance of service to others.

Throughout his professional career, Joe has worked for food manufacturers, including The Hershey Company, Bimbo Bakeries, and Ferrara Candy. His experience in the food industry and partnerships with companies like HEB allow him to witness the impacts of rising food costs on Texas families. Regardless of whether you are in a small community or a big city, food pricing affects everyone.

During his travels across the state, Joe has seen the resilience of the folks of Texas—local business owners, third-generation farmers, and volunteer firefighters. They are each doing their part. Don't they deserve a Senator who will prioritize their needs and fight to make their lives just a little easier? Current state leadership seems focused on maintaining power, while Joe Paz Herrera is dedicated to your family's future, and that commitment starts with the 2026 election.