Dr. Luis F. Cruz is the former proud Principal of Baldwin Park High School, a school located in the Baldwin Park Unified School District approximately 20 miles east of Los Angeles. Several years ago, Dr. Cruz joined Dr. Anthony Muhammad’s leadership and consulting company, New Frontier 21, as an educational consultant and has since been traveling around the country showcasing the work that is collectively transforming Baldwin Park High School into an organization closing the achievement gap and “saving student lives”. As a result, Dr. Cruz has also gained notoriety as a passionate and motivating public speaker, trainer and educational consultant in the United States. His combination of enthusiasm, humor, practical application and sincere zest for student achievement has catapulted Dr. Cruz to become one of the most sought after “rising stars” in the profession.

Dr. Luis F. Cruz has been a teacher and administrator at the elementary, middle school and high school levels and has achieved notable recognition as a leader who vehemently strives to ensure organizations realize that all students can and must be successful in schools. In 2007, Dr. Cruz led a collective effort to secure a grant of $250,000 for Baldwin Park High School from the California Academic Partnership Program (CAPP) for the purpose of effectively utilizing “Courageous Leadership” in an effort to promote a more equitable and effective organization. As a recipient of the Hispanic Border Leadership Institute’s fellowship for Doctoral Studies (a fellowship focused on funding doctoral studies for those identified as leaders in the Latino community), Dr. Cruz graduated from the University of California at Riverside with a Ph.D in Institutional Leadership and Policy Studies in 2009.

Dr. Luis F. Cruz is currently the founder and president of Cruz and Associates Consulting, a growing consortium of successful educators and leaders who are dedicated to teaching educators in schools and districts around the country how to best ensure all students learn. In addition, Dr. Cruz is also a consultant for other reputable organizations including Solution Tree and New Frontier21.