



Mentor **Victor Caballero**
Mentee **Aaron Wing**

Story **5**

STEADY, TRUE PATH

by Aaron Wing

The multi-cultural -influences of San Antonio are colorful, vibrant, kaleidoscopic. From our heritage, to our sports teams, we are a city of thinkers and doers who want to build a better future. One of these proud San Antonians is my mentor, Victor Caballero.

He is the Marketing Manager for the Convention, Sports, and Entertainment Facilities Department, which includes the Alamodome, Henry B. Gonzalez Convention Center and the Carver Community Cultural Center.

Caballero has created an amazing professional career, approaching every opportunity with professionalism and respect.

Growing up in San Antonio, Caballero was captivated by Tejano music and radio DJ's who played it. This new and exciting interest fueled his passion to work in the Tejano radio industry.

His first career break was landing an internship at KRIO, Tejano Radio. The internship provided first-hand experience on radio station operations and on-air presentation. Caballero's big break came from a popular radio station in San Diego, California. They offered him the coveted morning drive show. Having reached his largest audience yet, he received an offer from Los Angeles radio.

Caballero took the L.A. opportunity to expand his Hispanic audience with Reggaeton and Regional Mexican fan bases. Leveraging his rising radio career, he expanded his skill set into sales and marketing, launching an advertising agency and landing LiveOne, a global digital media company dedicated to music and live entertainment.



Enjoying the Southern California lifestyle, everything changed one afternoon with a phone call from his brother. As Caballero recalls, his brother greeted him by saying:

“ I am having barbacoa tacos with Mom and Dad.



Those simple words, in that instant, painted a clear family vision, a path back to San Antonio.

Upon his return to the Alamo City, Caballero landed at iHeartMedia, leading their Latin properties. In time, he caught the eye of the City of San Antonio and earned his current high-profile marketing position. I am grateful for the opportunity to have met and be mentored by Victor Caballero. I learned that respect, professionalism, and continuous learning are essential for career development.