



DATE: 12/2/2025

SUBJECT: Juanita "Nina" Salinas begins as City of Duluth Finance Director

BY: Kelli Latuska, Public Information Officer

**City of Duluth Communications Office**

Mayor Roger J. Reinert

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[DULUTH, MN] Juanita "Nina" Salinas started Monday as the new City of Duluth Finance Director. Salinas brings with her more than 35 years of leadership experience across municipal government, global industry, strategic consulting, and entrepreneurship.

"I'm excited to welcome Ms. Salinas to the City of Duluth leadership team," said Mayor Reinert. "She rose to the top of a strong candidate pool and is remarkably well-suited for the Finance Director position. Nina has a well-rounded resume spanning government, global industrial, and consulting fields, and we are eager to have her onboard leading our Finance team."

Nina most recently served as Chief Administrative Officer for the City of San Antonio Council District 6, where she oversaw constituent services, zoning, public works, and events and outreach for the district. She also supported the district's review of the city's \$4 billion annual budget and coordinated work across multiple city departments. She has held a leadership role as Chief Operating Officer and Strategy Consultant for UGO Strategies, advising clients on organizational alignment, financial processes, and public affairs strategy. Salinas holds an MBA from the Stanford Graduate School of Business and a BBA in Accounting from Texas A&M University.

"Ms. Salinas comes to Duluth having led a career grounded in fiscal responsibility, organizational alignment, and comes to us with a people-first leadership philosophy," said City Administrator Matt Staehling. "Her incredibly varied skillset and leadership style are exactly what the department needs in order to address the City's unique set of financial opportunities and challenges."

"I am so pleased to join the leadership team at the City of Duluth," said Salinas. "As a native of Laredo,

Texas, my journey here is serendipitous. I-35 runs from my hometown on the Mexican border to Duluth, where my family and I will now plant our roots. I look forward to getting acquainted with the community, and embracing this city's natural beauty and vibrant arts scene, as well as immersing myself in new outdoor winter activities."

Salinas is bilingual in English and Spanish and is deeply committed to community service, having served as HOA President, nonprofit board member, dog-rescue foster, and supporter of Latino professional initiatives. She is honored to serve the Duluth community and is looking forward to contributing to the city's continued growth and fiscal stability.

The Duluth City Council voted to approve the appointment of Salinas for the role of Finance Director on Monday, November 24. Her first day in the role was December 1, 2025.

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Juanita Nina Salinas photo