

# PHARR INTERNATIONAL BRIDGE BOARD MEMBER BIO

*Tony Martinez*  
VICE CHAIRMAN OF THE BOARD



Tony Martinez serves as Vice Chairman of the Pharr International Bridge Board, where he assists City Management and Bridge staff by reviewing associations, memberships, and strategic alliances that benefit trade through the Pharr Port of Entry (POE). With a diverse background in international trade, agriculture, and business development, Tony brings a wealth of experience and leadership to the board.

Throughout his career, Tony has held key positions at prominent companies within the produce industry. His previous roles include Sales Manager at L&M Companies, Director of Sales for North America at Wonderful Citrus, and Director of Sales at Coast Tropical. Currently, he is the Managing Member of Primo Trading Services, where he applies his expertise in sales, procurement, trade, and business management.

Tony holds a B.A. in Political Science with a minor in Business Management from the University of Texas Pan American (2008) and is fluent in Arabic. His professional strengths include international trade, agricultural business, manufacturing, and mergers and acquisitions.

A strong advocate for the bridge's initiatives, Tony has made significant contributions, including testifying before the State Agricultural Committee to secure CBP Agricultural funding and actively supporting the Bridge Expansion Project. He has also represented the Pharr International Bridge at high-profile events such as the New York Produce Council and the United Fresh Washington Conference, promoting the bridge's role in global trade.

Tony is a member of various industry organizations, including the International Fresh Produce Association Supply Chain Council and the Pharr Economic Development Foundation Board. His commitment to community service extends to supporting veterans through the Veterans of Foreign Wars.

In his personal time, Tony enjoys personal development, finance, real estate, leadership training, and physical fitness. His dedication to fostering growth and developing strategic partnerships continues to drive the success of the Pharr International Bridge.