ABF’s 40 Under 40: Monique Fragua Of Indian Pueblos Marketing Hopes To Set An Example For Future Generations
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In the early days of her career, Monique Fragua learned the art of sales by selling Mary Kay to pay rent. That experience made her want to continue her educational journey, which resulted in Fragua earning a master’s degree. Today, she serves as the COO of commercial enterprise in the INDIAN Pueblo Cultural Center.

When reflecting on her career, Fragua said she is most proud of being offered the vice president of operations for the Indian Pueblo Cultural Center and Indian Pueblo Marketing Co. in 2008, which made her the first female to hold a presidency title within the organization. She moved into her current role of COO in 2013, which also made her the first female COO in the organization’s history. She hopes to serve as an example of leadership, reminding present and future generations of Native Americans that they too are smart, capable of all things and can impact others just by being true to themselves.

In what ways beyond your job description do you give back to the community?
One big way that I give back to my community is by currently serving as chair for the Pueblo of San Juan Housing Authority. I give back to my community by working alongside a dedicated staff and other board members to address the need for safe and affordable housing for our community. This is a huge undertaking and role that I am excited to be a part of in hopes that I can make a difference for our community, my home.

What’s your next big career goal? To see the properties owned by the 19 Pueblos of New Mexico grow and expand with new business developments at Awansy Plaza come to life with our existing businesses thriving and adapting to new opportunities. This goal is much larger than myself and will directly impact our pueblo communities, create a place where Native American people and business is thriving and serve as an example to others where sovereign nations who share land can come together for the greater good of the communities.