

Mary Aguayo (She/Her)

Chief Executive Officer, California College Guidance Initiative



Mary Aguayo serves as CCGI's Chief Executive Officer, overseeing the organization's strategy, management, financials, and system-level partnerships. Mary started her career at her alma mater, University of Wyoming, where she graduated Phi Beta Kappa, and went on to earn her Master's of Public Administration. She began as operational staff in the admission office and worked her way up to Associate Vice President of Enrollment Management, where she had responsibility for admissions, financial aid, scholarships, and the registrar's office.

During her time in Wyoming, she was active in statewide policy where she authored the state's college recruitment and retention plan and led the response to the state law calling for a shared electronic transcript among the public colleges. She worked to help the state set its post-secondary attainment goal without equity gaps by race, gender, economic or first generation status.

Mary came to California in 2018 as Vice President of Strategic Enrollment Management at the University of La Verne. She joined the California College Guidance Initiative in 2023 and, after serving the organization as its Chief Impact Officer, began her tenure as CEO in January 2025.