

Distinguished Graduate

2022



Marcus Troy Lara

MUSIC BUSINESS

“There are somedays where I myself think I’m overrated... but not today!”

-Meryl Streep

Marcus Lara was born in Lubbock, Texas and graduated from McAllen Memorial High School in the Rio Grande Valley, where he was a member of the Varsity Chamber Choir, lieutenant officer of the Memorial Mustang Marching Band Color Guard, and a state finalist in Mock Trial for the National Hispanic Institute by the end of his senior year.

Marcus moved to San Antonio in 2010 and worked his way up at JP Morgan Chase to his final role as Business Platinum Banker after 7 years.

After returning to college at SAC, he will graduate as a member of the Beta Nu chapter of The Phi Theta Kappa Honor Society, Vice President and founding member of the Courtland Music Business Association, GRAMMY U member and GRAMMY U Campus Ambassador for all San Antonio universities. He was listed on the Spring 2021 President’s List. He is the youngest son of parents Cynthia Cristan and Adam Lara, as well as little brother to his best friend Sevé Lara. He will be the first in his family to graduate from college.