



## State of Nevada Department of Business & Industry

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### ***Business and Industry Appoints Ombudsman of Consumer Affairs for Minorities***

State Director of Business and Industry Bruce Breslow today announced the appointment of Miriam Lira-Hickerson as Ombudsman of Consumer Affairs for Minorities. *“I am delighted to welcome Miriam to the team. The Ombudsman plays an important role in ensuring that all residents have access to resources to assist them with consumer issues, particularly residents facing cultural or language barriers,”* said Breslow.

The Ombudsman of Consumer Affairs for Minorities is responsible for the design and implementation of the Department’s education and outreach activities within the State’s minority communities. The focus of those efforts will include resolution of consumer issues involving fraud or deceptive trade practices, assistance with business outreach and development and establishing relationships with community partners and providers. The Ombudsman also provides assistance to the Commission on Minority Affairs.

Ms. Lira-Hickerson is the founder and CEO of Nevada Consumer Advocates, a consulting company established to provide services to individuals seeking assistance with consumer fraud and deceptive trade practice complaints. She is also a certified mediator and has mediated numerous civil disputes in the areas of landlord/tenant, divorce, financial and business, among others. She currently hosts a weekly radio show *“Proteccion Contra Abusos al Consumidor”* to educate and inform the public about consumer affairs topics. Previously, she volunteered with the State of Nevada Consumer Affairs Division.

She was named the City of Las Vegas April 2013 Citizen of the Month in recognition of her work with the Las Vegas Metro Police Department’s Hispanic American Resource Team Program (HART) to develop a gang prevention program for youth and a number of other efforts to assist the Latino community. She is a member of the National Latino Peace Officers Association and the Southern Nevada Child Drowning Prevention Coalition. Ms. Lira-Hickerson holds a bachelor’s degree in Marketing and a master’s degree in International Commerce from Instituto Politecnico Nacional in Mexico City, Mexico.

*“Helping people that are victims of fraud by serving as their advocate is my passion. I have worked in the areas of consumer fraud advocacy, education, outreach and mediation for a number of years. I look forward to continuing to provide these services to the community as a representative of the State of Nevada,”* said Lira-Hickerson.

To make an appointment with Ms. Lira- Hickerson, please call (702) 486-4575 or email

[mhickerson@business.nv.gov](mailto:mhickerson@business.nv.gov).

#### About the Department of Business & Industry

The Nevada Department of Business & Industry is a cabinet level agency in Nevada State government. The mission of the Department is to protect consumers and promote commerce. Our objective is to encourage and promote business development and growth, and to ensure the legal operation of business in order to protect consumers. These objectives are carried out through maintaining a fair and competitive regulatory environment and eliminating unnecessary and burdensome regulations when possible. In addition, Business and Industry is committed to providing leadership for small businesses in the areas of advocacy, navigating state government, access to capital and training.

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