

2026 MAURA WOMEN HELPING WOMEN AWARD RECIPIENT



MARGIE AGUILAR

ISP Studios President/Executive Producer

Margie Aguilar is the Founder and CEO of ISP Creative, a full-service production company she launched in 1998 with a clear conviction: creativity is a powerful business driver, and leadership is defined by the ability to turn ideas into impact. With roots in broadcast television, Margie built ISP on the belief that strategic storytelling shapes culture, strengthens organizations, and creates measurable value. Under her leadership, ISP Creative has become a trusted creative partner to corporations and nonprofits across industries, earning multiple Telly Awards and a reputation for excellence, professionalism, and long-term partnership. The company's sustained growth—driven by referrals rather than transactional work—stands as proof that a Latina-owned, woman-led firm can lead with vision, command value, and set industry benchmarks without compromise.

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For more than three decades, Margie has extended this same leadership philosophy into sustained service to women, girls, and families across North Texas. She consistently leverages her creative expertise, strategic insight, and influence to strengthen organizations advancing equity, leadership, and opportunity for women.

A cornerstone of her service is her long-standing leadership with *Navidad en el Barrio*, where Margie has served in board and leadership roles focused on community-centered programming, family support, and collective care. Through years of hands-on service, strategic leadership, and leveraging her creativity and platform she helped expand the initiative's reach and sustainability, advocating for Latino families with dignity and intention. This commitment earned Margie the President's Volunteer Service Award, presented by President Joe Biden, recognizing the depth, consistency, and lasting impact of her civic leadership.

She played a key leadership role in organizing International Women's Day of Philanthropy, elevating the visibility and impact of the Giving Circles, including the Orchid, Village, and Latina Giving Circles. She spearheaded the formation of a first-of-its-kind coalition of women's philanthropic organizations across Dallas–Fort Worth to launch a Public Service Announcement (PSA) campaign focused on collective impact, inspiring unity and encouraging the community to support the advancement of women and girls throughout the region.

Her commitment to developing future leaders is reflected in her service with Girl Scouts of Northeast Texas, where she serves as a Board Member and Chair of the Community Engagement Committee. In this role, she helped guide culturally responsive strategies to expand access and inclusivity and created LatinNEXT, a campaign honoring multigenerational heritage while strengthening participation and trust within Latino communities. Margie also demonstrated her commitment to young women through her service on the board of the Young Women's Preparatory Network. Leveraging her expertise in storytelling, she led the creation of a history video and anniversary campaign used as a key marketing piece, capturing the depth of community support, the overwhelming success of the network's model, and the powerful narrative behind its impact within the south Dallas community.

Advancing economic empowerment for Hispanic women has also been central to Margie's service. As a former Board Member and Chair of Marketing for DFW Hispanic100, she elevated the organization's visibility, led promotion of the Latina Giving Circle, and strengthened its partnership with Texas Women's Foundation, positioning Latinas as drivers of mentorship, philanthropy, and generational impact. She also supported major storytelling initiatives during the Texas Women's Foundation's 40th Anniversary, amplifying research, founder stories, and women's leadership through high-impact platforms.

In 2024, Margie joined the Women's Enterprise National Forum, a select group of WBENCertified Women Business Enterprises nominated by Regional Partner Organizations and appointed by WBENC. Forum members serve as the voice of WBEs within the WBENC network. Within this forum, Margie is an elected advocate representing the Women's Business Council Southwest, where she also serves on the board of directors.

Margie also serves on The Concilio Advisory Board, where she provides strategic guidance to support Latino families, particularly mothers raising the next generation of Latina girls. Her work helps strengthen culturally affirming programs and leadership pathways that uplift women across North Texas.

Across every role she holds, Margie Aguilar exemplifies the spirit of women helping women—building organizations, amplifying voices, and creating lasting pathways for women and girls to lead with confidence and purpose. Her legacy is defined by decades of intentional leadership rooted in creativity, service, and collective progress.

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MARGIE AGUILAR**