



JAMIE SOTO JR.

Aviation Enforcement Agent/Air and Marine Operations
U.S. Customs and Border Protection, Laredo, Texas



AGENT JAIME SOTO JR. is an Air and Marine medical liaison and acting strategic communications manager in the U.S. Customs and Border Protection (CBP) Office of Chief Medical Officer (OCMO). His experience as an emergency medical technician and public affairs liaison is beneficial to the OCMO in their effort to keep the CBP workforce apprised of the latest pandemic situation, and his guidance has proven vital for OCMO's messaging throughout the pandemic. Agent Soto engages with CBP field officers and agents, professional staff, and CBP administrators as a representative of OCMO. His professionalism reflects well upon the office and has

offered an additional level of credibility in the OCMO's communication with the men and women of CBP.

Agent Soto has utilized his experience as a public affairs liaison officer, as well as his knowledge of the needs and concerns of the CBP frontline workforce, to help produce effective and compelling messaging throughout the COVID-19 pandemic crisis. He has coordinated multiple informational videos and substantive Twitter content focusing on vital communication from the chief medical officer and CBP leadership, including information about the COVID-19 vaccine rollout. Agent Soto's direct involvement in these campaigns has helped to ensure CBP's approximately 60,000 employees are better informed and prepared to protect their own health as well as that of their families.

Motivated to show children that anything is possible, Agent Soto appreciates the little moments when he can interact with today's youth. He takes every opportunity he can to share his story of how a Latino child who grew up from humble beginnings in a border town became a federal agent flying around in helicopters to help people.

"If, at the end of my career, even just one child is impacted by me, I will consider my career to be a total success."