Guest of Honor

Ruben Ayala

U.S. Army Special Forces veteran
Founder & CEO, Triple Nikel | Co-Founder, BLK OPS Foundation



Ruben Ayala is the founder and CEO of Triple Nikel, a lifestyle clothing brand that focuses on storytelling through apparel and design. He is also a co-founder of the BLK OPS Foundation, which provides mentorship to underserved youth through storytelling.

Ayala is Executive Producer of the BLK OPS docuseries and co-author of *FOLLOW ME - Leadership Lessons From The Shadows*. Alongside his work as a business owner and community advocate, he is a Business Adjunct Professor at Palo Alto College in San Antonio.

A proud U.S. Army veteran, Ayala served as a Special Forces Officer (Green Beret). During his service, he learned the value of grit, lasting relationships, and team building.

Since leaving active service in 2012, Ayala has focused on entrepreneurship, philanthropy, and networking. A native of Puerto Rico, he holds a Master of Business Administration from The University of Texas at San Antonio.