

DIPLOMATIC OUTREACH PACKAGE PROPOSAL

DHL Group Executive Engagement — Central Texas Corridor
Prepared by Phi Growth Strategies | February 2026

THE OPPORTUNITY

DHL Group (Deutsche Post DHL) is the world’s largest logistics company, with €84 billion in annual revenue, 590,000+ employees across 220 countries, and an **active U.S. expansion strategy** under its Strategy 2030 framework. DHL has already invested \$57.5 million in a new Texas distribution center (Irving, 2024) and recently acquired three North American logistics firms. The company’s eCommerce, Supply Chain, and Global Forwarding divisions are all under new Americas leadership and actively seeking sites for expanded operations.

The Central Texas corridor — anchored by the Austin-San Antonio-San Marcos megaregion — is a natural fit for DHL’s next phase of growth: proximity to two major metros, a Texas State University workforce pipeline, I-35 corridor logistics advantages, and a cost structure significantly below Austin or Dallas.

This opportunity is already in motion. Phi Growth Strategies has established direct relationships with senior DHL Group executives in Bonn, Germany, and has engaged Hays County Judge Ruben Becerra as facilitator to enlist former U.S. HUD Secretary Henry Cisneros in this outreach. Secretary Cisneros’ recently published book, *Megaregion: The Coming Transformation of America’s Regions* (September 2025), provides a powerful framework for presenting the Central Texas value proposition to international decision-makers. Personalized copies of this book are the centerpiece of the proposed diplomatic package.

PROPOSED DIPLOMATIC PACKAGE

Four personalized diplomatic-style packages to be sent to:

Katja Busch Chief Commercial Officer, DHL Group Head of Customer Solutions & Innovation Bonn, Germany	Jens Kleefuss Director, Partner Management, DHL Group Bonn/Cologne, Germany
Americas E-Commerce Lead	Americas Supply Chain Lead

Each package to include:

Personalized Book	Copy of Megaregion by Secretary Henry Cisneros, personally inscribed to each recipient, accompanied by a separate letter from Secretary Cisneros contextualizing DHL's potential role in the megaregion corridor he describes. This is not a ceremonial gesture — Secretary Cisneros is actively recruiting anchor institutions into his vision for the Central Texas megaregion.
Cover Letter	From Phi Growth Strategies, contextualizing the Central Texas corridor opportunity for DHL and extending a personal invitation to visit
Official Letter	Co-branded letter from the State of Texas economic development apparatus (TxEDC, Governor's EDT Office, and/or Secretary of State Protocol Office) welcoming DHL's exploration of the region
Hospitality Invitation	Complimentary two-night stay at a luxury Hill Country inn with panoramic views, plus curated winery experiences in the Texas Wine Country corridor
Regional Overview	One-page data summary of the San Marcos/Hays County corridor: workforce, infrastructure, I-35 logistics, Texas State University pipeline, and incentive framework

ALREADY IN MOTION

Phi Growth Strategies, a division of HAIven International LLC (Lauren Romero, Principal), initiated and maintains the direct relationships with DHL Group executives in Bonn. Ms. Romero brings 30 years of Fortune 500 strategic advisory experience across CPG, omnichannel retail, and marketing research, an MBA from UT McCombs, and three decades of residence in the Hill Country corridor. She is a licensed Texas real estate agent (TREC#843653), specializing in the commercial and land sectors relevant to site acquisition. Ms. Romero identified this opportunity as an outgrowth of other business she has with this company, has cultivated the executive relationships, and is coordinating all outreach as part of the Phi Growth Strategies economic development consulting practice.

DHL's current Americas leadership is in transition — new CEOs were installed across three divisions in 2024–2025 (Express, eCommerce, and Supply Chain). This creates a narrow window in which site proposals from serious, well-connected sources will receive elevated attention from leaders establishing their strategic priorities.

Hays County Judge Ruben Becerra is assisting Phi Growth Strategies in coordination of this initiative and is prepared to participate in official welcome and hosting activities. Judge Becerra's engagement signals county-level commitment to a potential DHL site acquisition in the corridor.

Judge Becerra is facilitating contact with former U.S. HUD Secretary Henry Cisneros to provide personalized, signed copies of his book and individual letters to each DHL executive, framing the corporation's potential role in the Central Texas megaregion. Secretary Cisneros is not otherwise engaged in this outreach yet, but he has expressed interest in identifying anchor institutions appropriate for the corridor vision described in his book. DHL represents exactly the kind of global corporate partner whose presence would validate and accelerate the megaregion thesis. His direct engagement signals to them that this is a strategic invitation at the national and state level, not a local business inquiry.

SUBSTANTIAL BENEFIT FOR CENTRAL TEXAS

A DHL site acquisition in the San Marcos corridor would represent:

Capital Investment	DHL's Irving facility alone represented \$57.5M. A full distribution or fulfillment center with automation in the San Marcos corridor could exceed \$75–150M depending on scale.
Job Creation	150–500+ direct site jobs across multiple shifts, plus construction employment and supplier ecosystem development that will be *required*. 500–2,000 ancillary positions (drivers, etc)
Signal Effect	A DHL Group facility signals to other international logistics and eCommerce companies that the corridor is ready for Tier 1 investment. This kind of anchor tenant reshapes a region's competitive identity.
German-Texas Corridor	Reinforces the established economic relationship between Texas and Germany (Texas's #1 European trade partner). Builds on TxEDC's existing Germany mission infrastructure.
Megaregion Thesis	Validates the Central Texas megaregion as described in Secretary Cisneros' book — exactly the kind of high-profile, data-driven development that anchors a corridor's national reputation.

PARTNERSHIP REQUEST

Phi Growth Strategies requests that the appropriate state and regional economic development entities partner on this initiative by providing:

1.	Funding for the diplomatic package. Estimated cost: \$6,000–\$10,000 for four complete packages including books, luxury hospitality vouchers, winery experiences, premium packaging, and international shipping via DHL (required shipper – no substitution).
2.	An official co-branded letter from the State of Texas — from TxEDC, the Governor's EDT Office, or the Secretary of State's International Protocol Office — to be included in each package.
3.	Protocol guidance from the Secretary of State's International Protocol Office on appropriate gift and invitation standards for senior German corporate executives.
4.	Commitment to full site-visit support (logistics, site tours, incentive presentations) if DHL executives accept the invitation to visit Central Texas.

Cost-benefit context: The total package cost of \$6,000–\$10,000 is an investment in DHL's firsthand understanding of the area in which they are contemplating site acquisition. It is directly relevant to that effort. The relationships and access that Phi Growth Strategies brings to this initiative would typically require *six- to twelve-month engagement cycles through site selection consultants at costs orders of magnitude higher*. This opportunity is pre-qualified, relationship-driven, and time-sensitive.

CONTACT

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