

Airport Advisory Commission At Large Business Community	Application No: No: 20211214234644_12247
ELIGIBILITY	
PROFILE	
Prefix	Mr
Last Name	Roberts
First Name	Jeremy
Middle Name	Amshu
Suffix	
Preferred Name	
Title	
Are you a City of San Antonio resident?	Yes
San Antonio Resident Length - Years	35
In which City Council District do you reside?	09
How many years have you lived in the City Council District where you reside?	06
Address Type?	Residence
Address	
City	San Antonio
State	TX
Zip	78213
Phone Type?	Cell
Phone number	
Phone 2 Type?	
Phone 2 number	
Address 2 Type?	Business
Address 2	
City 2	San Antonio
State 2	TX
Zip 2	
eMail	
Employer	Left Brain + Right Brain, Adobe, Secure Credit Systems, Texas A&M San Antonio
Job Title	
Occupation	Marketing and Digital Transformation Consultant & Educator
Board/Commission/Committee	Airport Advisory Commission~At Large~Business Community~01

Name	
DEMOGRAPHIC INFORMATION	
The City of San Antonio strives for boards and commissions to be representative of our diverse community. Providing the following demographic information is voluntary, and will only be used for statistical and reporting purposes.	
Race/Ethnicity (Please select all that apply):	Asian White/Non-Hispanic
Gender	Male
Age:	35 to 44
Do you identify as a sexual minority (such as lesbian, gay, bisexual, queer, etc.)?	No
QUESTIONS	
If this board position requires residency within Bexar County, the City of San Antonio city limits or within a particular council district, do you meet those residency requirements?	Yes
Do you or any of your immediate family members or any businesses that you or they own currently have any direct or indirect financial interest in any contract(s) with the City, including subcontracts?	No
Will you or any of your immediate family members or any businesses that you or they own seek a contract(s) with the City in the foreseeable future?	No
Do you or any of your immediate family members or any businesses that you or they own have any financial interest, direct or indirect, in any sale to the City of any land, materials, supplies, or service?	No
Does your employer or an employer of your immediate family members have a contract with the City?	No

Do you or any of your family members currently serve or in the past year served as an administrative aide to a Councilmember?	No
Do you currently serve in any elected or appointed public government office?	No
Are you a member and/or officer and/or employee of any boards, commissions, corporations, non profit entities, agencies, or other entities?	Yes
Give the title and dates of any position which you have held in such organization:	Small Business Advisory Commission District 9 Appointee (2021 to present)
Do you receive any compensation for service on this entity(ies)?	No
Do you intend to seek election or appointment to any public office or board or commission in the foreseeable future?	No
Have you ever been hired for a position with the City of San Antonio?	No
Describe your Educational history.	<p>I was born and raised in San Antonio, Texas and attended St. Marys Hall for high school. I wanted to stay in San Antonio for my undergraduate degree and got accepted at St. Marys University where I earned a Bachelor of Business Administration and marketing and management. After working for five years, I realized that I needed to pursue an advanced degree to make movement in my career and got accepted to Tulane University in 2005 to pursue my MBA. While at to Tulane, I was displaced during Hurricane Katrina the weekend before our first day of class and temporarily placed at Boston University for the fall semester. In the Spring of 2006, I returned to New Orleans to continue my education at Tulane University, and this is where I begin my passion as a consultant as Tulane turned all the MBA students into consultants supporting local businesses in need. In December 2006, I graduated a semester early with my Master of Business Administration with an emphasis on marketing and management. I am actively pursuing my Doctor of Business Administration at the University of the Incarnate Word and I am expected to graduate with my DBA in the summer of 2022 and my dissertation will be on the six pillars of long-term digital transformation. I am also an adjunct professor of marketing at Texas A and M San Antonio and teach principles of marketing, social media marketing, and digital marketing to undergraduate students, and I also teach digital marketing to graduate students.</p> <p>Doctor of Business Administration (Candidate) Summer 2022 University of the Incarnate Word, San Antonio, TX Dissertation: 6 Pillars of Long-Term Digital Transformation Master of Business Administration December 2006 Tulane University, New Orleans, LA Concentration: Marketing and Management Fall 2005 (displaced during Hurricane Katrina) Boston University, Boston, MA Bachelor of Business Administration December 2001 St. Marys University, San Antonio, TX Major: Marketing and Management</p>

<p>Describe your Professional History & Certification designations (Current and historical).</p>	<p>I am a Sr Strategic Value Advisor for Adobe, CEO of Left Brain Right Brain (go-to-market and marketing consulting firm), Adjunct Professor of Marketing at Texas A and M San Antonio, VP of Marketing at Secure Credit Systems, AnalyticsTODAY Podcast co-host, non-profit Board Member, and am actively pursuing a Doctorate in Business Administration at UIW focused on digital transformation strategy. Professionally, at Adobe, I help companies explore their path to digital transformation and helps them understand how marketing technology products, solutions, and platforms can benefit their digital transformation efforts and help to empower their teams and achieve their overall digital-related goals. At Left Brain Right Brain, I support US and international businesses seeking to penetrate new markets. At Texas A and M SA, I teach digital marketing courses to both the graduate and undergraduate schools and my goal is to prepare students for success on their first day. At Secure Credit Systems, I run global marketing and sales enablement and support the global sales team/country managers in their efforts to build partnerships with local financial institutions. At AnalyticsTODAY Podcast, I co-host a popular marketing and analytics podcast discussing topics on the latest trends in the digital and marketing world. Each of these roles focuses on helping companies drive digital transformation, change, and growth by supporting innovation and offering a superior customer experience. In the community, I sit on several Boards including the American Red Cross and San Antonio Hispanic Chamber of Commerce and committees including VIA, SAWS, SBAC and The Leukemia and Lymphoma Society. I focus my efforts to support the San Antonio community through my own 3 pillars of focus: education, youth empowerment, and community impact. I follow these 3 pillars as my mantra to supporting the City of San Antonio and its people. RELEVANT PROFESSIONAL EXPERIENCE Adobe Digital Transformation Solutions Consultant (Fortune 100 Companies) Left Brain Right Brain Digital Marketing and Strategy Consultant (Key Customers: City of San Antonio and Metro Health) Acxiom Director of Partnership Marketing (Facebook, Visa, Google, AMEX, etc) IBM Worldwide Lead, Product Marketing (Customer Experience Analytics/Certified Public Speaker) Harland Clarke Sr. Manager Digital Marketing and Media, Community Engagement Marketing Rackspace Marketing Manager (Social Media, Demand Generation Marketing, Community Engagement Marketing) RELEVANT EXPERIENCE IN EDUCATION Texas A and M San Antonio Adjunct Professor of Marketing (Digital Marketing in the Graduate School) Doctor of Business Administration (Candidate 2022) at University of the Incarnate Word Dissertation: 6 Pillars to Long Term Digital Transformation</p>
<p>Describe your Volunteer Experience & Community Service</p>	<p>I believe that not everyone is designed for public service, but I do believe that everyone has it in them to be a great public servant. Its all about making an impact and giving back without asking for something in return. Being able to sustain your passion, drive, and love for your community and sincerely try to help another without helping yourself. Its about fulfilling your life by fulfilling the life of someone else. Its about the empowerment of your community and helping to change the lives of those around. Public service is all about sacrifices and helping others. When you live your life to support those around you, you will be rewarded with the riches of your community. One moment can change a day, one day can change a life, and one life can change the world. Small Business Advisory Commission District 9 Appointee (2021 to present) American Red Cross Serving South and Central Texas Area Board of Directors/Mission Committee Chair (2018 to present) San Antonio Hispanic Chamber of Commerce Board of Directors, Marketing, Membership, and Education Committees Chair SA to DC Small Business Advocacy (Jan 2022) (2019 to present) SAWS CEC Vice-Chair and Committee Member (2021 to Present) VIA VIA Transit Community Council Member (2021 to present) St. Anthony Catholic School Board of Directors (2019 to present)</p>

<p>Please provide a brief narrative outlining your reasons for seeking appointment to this board or commission:</p>	<p>I choose to dedicate my free time to my city and to its enduring growth and feel that my role is to support the voice of the community and empower change where change is needed. I believe that the San Antonio Airport is the hub and catalyst to long-term growth in the City of San Antonio and it is imperative that we make an investment in the airport a priority to long-term growth of our city on the rise. I believe in growth and innovation, but in order to be innovative, there must be change. I believe that I can help drive that change by working with like minded individuals who believe in what I believe. Innovation Diversity Chaos Transformation My doctoral Studies focus on how to drive innovation and I have been able to build a formula to support that. The first is diversity. There must be diversity in background, opinion, education, ethnicity, social status, economic status, and motivation in order to truly get an innovative opinion. The second is chaos. This means that we must challenge the status quo and never except that we've always done it this way. The third is transformation. Transformation means that in order to move the needle, there must be change. I focus my efforts to support the San Antonio community through my own 3 pillars of focus: education, youth empowerment, and community impact. I follow these 3 pillars as my mantra to supporting the City of San Antonio and its people. One moment can change a day, one day can change a life, and one life can change the world.</p>
<p>APPLICATION SIGN-OFF</p>	
<p>As a board, commission, or committee member, you will be asked to adhere to: Code of Ordinances, City of San Antonio, Part II, Chapter 2, Article IX, Sec.2-534. All board and commission members must file a Financial Disclosure Report with the Office of the City Clerk upon appointment, and annually thereafter, throughout the member's term. Failure to file a Financial Disclosure Report within the time required by the City's Ethics Code will be considered an automatic removal.</p>	
<p>I understand that if any member of the public makes a request for information included in this Application for Appointment, most of the information must be disclosed under the Public Information Act. I understand that the City of San Antonio will attempt to maintain the confidentiality of highly private matters by seeking an Attorney General's opinion in accordance with the Public Information Act. I understand that it may not be legally possible to maintain the</p>	<p>Acknowledged</p>

confidentiality of such information, and I hereby release the City of San Antonio, and its agents, employees and officers, from any and all liability whatsoever if the information must be released pursuant to the Public Information Act or any other law requiring its release	
OATH: I have read and understand the guidelines set out in this application. The foregoing statements are true, accurate, and complete. I agree that any misrepresentation or omission of facts may result in my disqualification for appointment.	Acknowledged
Enter Your Name	Jeremy Roberts
Date of submission.	12/14/2021
The Texas Public Information Act provides that each government official may choose whether to allow the public access to the information in the custody of the City that contains your home address, home telephone number, or reveals whether you have family members. Please note that this does not apply to business addresses, which are subject to public disclosure. If an open records request is filed requesting to view or obtain records that contain your personal information, the City will take steps to protect your personal information as authorized by the Texas Public Information Act, but only if you have elected to protect personal information.	
I want the public to have access to my Home Address.	No
I want the public to have access to my Home Telephone Number.	No
I want the public to have access to my Social Security	No

Number.	
I want the public to have access to my Emergency Contact Information.	No
I want the public to have access to my Family Information.	No
Please attach any additional information, such as a current resume, using the Attachments panel at the bottom of this page.	