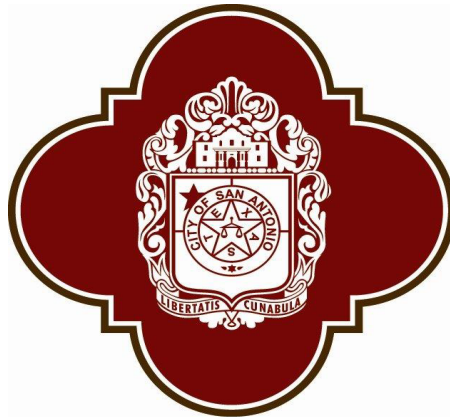


# CITY OF SAN ANTONIO

## TRANSPORTATION & MOBILITY COUNCIL COMMITTEE TUESDAY, MAY 16, 2023

### AIRPORT ADVISORY COMMISSION

### APPLICANTS FOR 11 AT-LARGE SEATS



**MELISSA CABELLO HAVRDA, CHAIR**

**COUNCILMEMBER JALEN MCKEE-RODRIGUEZ, DISTRICT 2**

**COUNCILMEMBER TERI CASTILLO, DISTRICT 5**

**COUNCILMEMBER JOHN COURAGE, DISTRICT 9**

**DEBBIE RACCA-SITRE, CITY CLERK**



OFFICE OF THE CITY CLERK

**TRANSPORTATION AND MOBILITY COUNCIL COMMITTEE**  
**TUESDAY, MAY 16, 2023**

**AIRPORT ADVISORY COMMISSION**

**SLATE OF APPLICANTS (17)**  
**11 AVAILABLE SEATS**

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<b>Slate of Applicants by Category:</b>	
<b>AACOG – 1 Designated Seat</b>	
Diane Rath – <i>Seeking Reappointment; AACOG Exec Dir &amp; Rep since 2015</i>	<b>9</b>
<b>Airport Business Lessee – 1 Seat</b>	
Mark Provost	<b>18</b>
<b>Aviation Industry - 2 Seats</b>	
Marc Miller	<b>25</b>
<b>Business Community - 3 Seats</b>	
Ron Bright – <i>Seeking Reappointment; Business Rep since 2021</i>	<b>28</b>
Marsha Hendler - <i>Seeking Reappointment; Business Rep since 2009</i>	<b>41</b>
Juan Carlos Merlo	<b>47</b>
Joshua Nash	<b>52</b>
Charles Nuttall	<b>61</b>
Srinivas Pulapaka	<b>66</b>
Jeremy Roberts	<b>73</b>
MaryAnne Schweers	<b>98</b>
Roland Vasquez	<b>106</b>
Melissa Williams	<b>111</b>
<b>Community - 3 Seats</b>	
Jennifer Haigh	<b>120</b>
Juan Carlos Merlo	<b>127</b>
Rami Motawea - <i>Seeking Reappointment; Comm Rep since 2021</i>	<b>132</b>
Jeremy Roberts	<b>138</b>
James Velesky	<b>163</b>
<b>Travel &amp; Tourism - 1 Seat, 1 Applicant</b>	
Marco Barros – <i>Seeking reappointment; TTI Rep since 2019</i>	<b>170</b>

**DEPARTMENT:** Aviation

**DEPARTMENT HEAD:** Jesus H. Saenz, Jr., IAP

**COUNCIL DISTRICT IMPACTED:** Citywide

**SUBJECT:**

Consideration of At-Large Applicants to the Airport Advisory Commission (11 Seats)

**SUMMARY:**

The Transportation and Mobility Committee will review and recommend applicants for 11 available seats to the Airport Advisory Commission (AAC). The Airport Advisory Commission (AAC) is comprised of 19 members appointed by City Council At-Large for staggered two-year terms. Currently, there are 18 members on the Commission, one vacant position, and 10 positions whose terms expired on March 18, 2023.

The action by the Transportation and Mobility Committee will consider all 10 positions whose terms expired on March 18, 2023 and one vacant Business Community position with a term expiration date of March 18, 2024.

**BACKGROUND INFORMATION:**

The purpose of the AAC is to advise the Aviation Director on matters affecting the San Antonio Airport System and air transportation initiatives. The AAC membership includes representatives from the following categories:

- One Alamo Area Council of Governments (AACOG) Representative
- One Airport Business - Lessee
- Two Aviation Industry representatives
- Three Business Community Representatives
  - 2 expiring in March 2023 (a 2-year term)
  - 1 expiring in March 2024 (a 1-year term)
- Three Community Representatives
- One Travel and Tourism Industry Representative

The City issued an initial press release for openings for the AAC on January 23, 2023 followed by another one on February 2, 2023 and both were advertised on the City's website, the Airport and City's social media sites, and TVSA. The Office of the City Clerk continuously accepts applications for the AAC.

The City received a total of 33 applications for the 11 available seats and an Ad Hoc Committee was formed to recommend a shortlist of qualified applicants to be interviewed by the Transportation and Mobility Committee at its meeting scheduled for May 16, 2023. The Ad Hoc Committee was comprised of 2 appointed members of the Transportation and Mobility Committee and consisted of Councilmember Cabello Havrda, Chair, and Councilmember Jalen McKee-Rodriguez. The Ad Hoc Committee provided a shortlist recommendation of 17 candidates on May 10, 2023.

**ISSUE:**

AAC appointments require full City Council approval. The Transportation and Mobility Council Committee members will consider and recommend the following appointments and reappointments as follows:

**AACOG – 1 position:**

- Diane Rath – *Seeking reappointment; AAC Representative serving since 2015*

**Airport Business Lessee – 1 position:**

- Mark Provost

**Aviation Industry – 2 positions:**

- Marc Miller
- Vacant

**Business Community – 3 positions:**

- Ron Bright – *Seeking reappointment; Business Rep. since 2021*
- Marsha Hendler – *Seeking reappointment; Business Rep. since 2009*
- Juan Carlos Merlo
- Joshua Nash
- Charles Nuttall
- Srinivas Pulapaka
- Jeremy Roberts
- MaryAnne Schweers
- Roland Vasquez
- Melissa Williams

**Community – 3 positions:**

- Jennifer Haigh
- Juan Carlos Merlo
- Rami Motawea – *Seeking reappointment; Comm. Rep. since 2021*
- Jeremy Roberts
- James Velesky

**Travel & Tourism Industry – 1 position:**

- Marco Barros – *Seeking reappointment; TTI Rep since 2019*

**ALTERNATIVES:**

The Committee can reject all or some of the applicants. If applicants are rejected, this would require the application process to start now.

**FISCAL IMPACT:**

There is no fiscal impact.

**RECOMMENDATION:**

The Transportation and Mobility Council Committee’s recommendations for the At-Large appointments to the Airport Advisory Commission will be forwarded to the full City Council for consideration at the June 1, 2023 A Session.

**City of San Antonio Boards and Commissions**

**Airport Advisory Commission**

Term: Two Years

Term Limit:

Liaison: Nicole Fowles (210) 207-1666

Name	Representing	Date Appointed	Date Reappointed	Date 2nd Reappointed	Date Expires
<b>Marco Barros</b> Travel and Tourism Industry	At Large	May 16, 2019	Dec 2, 2021		Mar 18, 2023
<b>Ronnell R. Bright</b> Community	At Large	Dec 2, 2021			Mar 18, 2023
<b>Charnelle Chin</b> Aviation Industry	At Large	May 16, 2019	Dec 2, 2021		Mar 18, 2023
<b>Francisco J. Cruz</b> Business Community	At Large	Apr 13, 2017	May 16, 2019	Dec 2, 2021	Mar 18, 2023
<b>Roger D. Dillard</b> Community	At Large	Dec 2, 2021	Aug 4, 2022		Mar 18, 2024
<b>Jeffrey Fair</b> Business Community	At Large	Aug 4, 2022			Mar 18, 2024
<b>Mark R. Fessler</b> Aviation Industry	At Large	Apr 12, 2012	Aug 4, 2022	Dec 2, 2021	Mar 18, 2024
<b>William P. Garrison</b> Community	At Large	Dec 2, 2021	Aug 4, 2022		Mar 18, 2024
<b>John M. Grisell</b> Ground Transportation Industry	At Large	May 16, 2019	Dec 2, 2021	Aug 4, 2022	Mar 18, 2024
<b>Marsha B. Hendler</b> Business Community	At Large	Mar 19, 2009	Mar 3, 2011	Dec 2, 2021	Mar 18, 2023
<b>Earl Jackson Jr.</b> FAA	At Large	Feb 3, 2011	Aug 4, 2022	Dec 2, 2021	Mar 18, 2024
<b>Mayra Levy</b> Travel & Tourism	At Large	Aug 4, 2022			Mar 18, 2024
<b>Rami Motawea</b> Community	At Large	Dec 2, 2021			Mar 18, 2023
<b>Deborah A. Omowale Jarmon</b> Community	At Large	Jun 16, 2016	Aug 4, 2022	Dec 2, 2021	Mar 18, 2024
<b>Edward Onwe</b> Airport Business - Lessee	At Large	May 16, 2019	Dec 2, 2021		Mar 18, 2023
<b>Aurelina P. Prado</b> Aviation Industry	At Large	Apr 13, 2017	May 16, 2019	Dec 2, 2021	Mar 18, 2023
<b>Diane D. Rath</b> AACOG	At Large	Apr 30, 2015	Apr 13, 2017	Dec 2, 2021	Mar 18, 2023
<b>Amy L. Shaw</b> Community	At Large	Dec 2, 2021			Mar 18, 2023
<b>Vacancy</b> Business Community	At Large				Mar 18, 2024

## Ethnic/Gender Breakdown Airport Advisory Commission

Name	District	Ethnicity	Gender
Marco Barros	At Large		M
Ronnell R. Bright	At Large	B	M
Charnelle Chin	At Large		F
Francisco J. Cruz	At Large	H	M
Roger D. Dillard	At Large	W	M
Jeffrey Fair	At Large	W	M
Mark R. Fessler	At Large		
William P. Garrison	At Large	W	M
John M. Grisell	At Large	O	M
Marsha B. Hendler	At Large	W	F
Earl Jackson Jr.	At Large	B	M
Mayra Levy	At Large	H	F
Rami Motawea	At Large	ME	M
Deborah A. Omowale Jarmon	At Large	B	F
Edward Onwe	At Large		M
Aurelina P. Prado	At Large	H	F
Diane D. Rath	At Large		
Amy L. Shaw	At Large	W	F
Vacancy	At Large		

**Total Members: 19**

GENDER		%
FEMALES:	6	31.6%
MALES:	10	52.6%

ETHNICITY		%
B=African American:	3	15.8%
H=Hispanic:	3	15.8%
I=American Indian/Alaska Native:	0	0.0%
O=Other:	1	5.3%
P=Asian or Pacific Islander:	0	0.0%
U=Unknown:	0	0.0%
W=Non-Minority:	5	26.3%

Gender: M=Male; F=Female

Ethnicity: B=African American; H=Hispanic; I=American Indian/Alaska Native; O=Other, P= Asian/Pacific Islander; U=Unknown; W=Non-Minority

**NAME OF BOARD/COMMISSION: Airport Advisory Commission**

**REPORTING PERIOD: October 1, 2022 to December 31, 2022**

Submitted by: Nicole E Fowles  
 Department: Aviation  
 Telephone: 210-207-1666

<b>MEMBER'S NAME</b>	<b>Appointed Term Date (refer to Board Roster)</b>	<b>Date Term Expires (refer to Board Roster)</b>	<b>Provide District or indicate if At Large</b>	<b>Total # of Meetings held (10/1-12/31/22)</b>	<b># of Meetings Attended (10/1-12/31/22)</b>	<b>% of Meetings Attended [#Meetings attended + #Meetings Held x 100]</b>	<b>Missing 3 consecutive meetings or more? Yes or No</b>	<b>Reason for missing?</b>	<b>Missed Meeting Dates</b>
Mr. Marco Barros	5/16/2019	3/18/2023	At Large	1	1	100.0%	No	N/A	N/A
Mr. Ronnell Ralph Bright	12/2/2021	3/18/2023	At Large	1	1	100.0%	No	N/A	N/A
Ms. Charnelle Chin	5/16/2019	3/18/2023	At Large	1	1	100.0%	No	N/A	N/A
Mr. Francisco J. Cruz	4/13/2017	3/18/2023	At Large	1	1	100.0%	No	N/A	N/A
Mr. Roger Dean Dillard	12/2/2021	3/18/2024	At Large	1	1	100.0%	No	N/A	N/A
Mr. Jeffrey Fair	8/4/2022	3/18/2024	At Large	1	1	100.0%	No	N/A	N/A
Mr. Mark R. Fessler	4/12/2012	3/18/2024	At Large	1	1	100.0%	No	N/A	N/A
Mr. William Patton Garrison	12/2/2021	3/18/2024	At Large	1	1	100.0%	No	N/A	N/A
Mr. John M. Grisell	5/16/2019	3/18/2024	At Large	1	1	100.0%	No	N/A	N/A
Ms. Marsha B. Hendler	3/19/2009	3/18/2023	At Large	1	1	100.0%	No	N/A	N/A
Mr. Earl Jackson Jr.	2/3/2011	3/18/2024	At Large	1	1	100.0%	No	N/A	N/A
Mrs. Mayra Levy	8/4/2022	3/18/2024	At Large	1	1	100.0%	No	N/A	N/A
Mr. Rami Motawea	12/2/2021	3/18/2023	At Large	1	1	100.0%	No	N/A	N/A
Ms. Deborah A. Omowale Jarmon	6/16/2016	3/18/2024	At Large	1	1	100.0%	No	N/A	N/A
Mr. Edward Onwe	5/16/2019	3/18/2023	At Large	1	0	0.0%	No	Out of Country	11/8/22
Ms. Aurelina P. Prado	4/13/2017	3/18/2023	At Large	1	1	100.0%	No	N/A	N/A
Ms. Diane D. Rath	4/30/2015	3/18/2023	At Large	1	1	100.0%	No	N/A	N/A
Ms. Amy L. Shaw	12/2/2021	3/18/2023	At Large	1	1	100.0%	No	N/A	N/A

**Airport Advisory Commission  
Applicant Demographics  
11 At-Large Seats Available**

Prefix	Last Name	First Name	Middle Name	Preferred Name	Gender	Residential District	Board_Category	ELIGIBILITY ATTN CAO: Please indicate if eligible and add any additional vetting remarks	Ethnicity	City	Zip	Title	Employer	Job_Title	Occupation
Ms	Rath	Diane	Doehne		Female	District 1	AACOG	Seeking reappointment. Current AAC member serving as AACOG Rep since 2015. Eligible to serve. AACOG executive.	White/Non-Hispanic	San Antonio	78209		Alamo Area Council of Governments	Executive Director	Executive Director
Mr.	Provost	Mark	Travis		Male	District 9	Airport Business Lessee	Eligible to serve. Engineer at M7 Aerospace which is an Airport Business Lessee. Eligible to serve in Airport Business Lessee category and Aviation Industry category.	White/Non-Hispanic	San Antonio	78232		M7 Aerospace LLC	Director of Engineering	Engineer
Mr	Miller	Marc			Male	District 8	Aviation Industry	Eligible to serve. Engineer at M7 Aerospace which is an Airport Business Lessee. Eligible to serve in Airport Business Lessee category and Aviation Industry category.	White/Non-Hispanic	San Antonio	78231	Aviation Director	H-E-B	Aviation Director	Pilot-Aviation Director
Mr	Bright	Ronnell	Ralph	Ron	Male	District 9	Business Community	Seeking reappointment. Current AAC member as Business Community Rep. Eligible to serve. Management Consultant.	Black or African American	San Antonio	78258	Mr.	Bright Consulting Solutions	Owner	Management Consulting
Ms.	Hendler	Marsha	B.		Female	District 9	Business Community	Seeking reappointment. Current AAC Business Rep member. CEO of TerraFina Energy. Eligible to serve.	White/Non-Hispanic	San Antonio	78232		TerraFina Energy LLC	CEO	Energy Exploration
Mr	Merlo	Juan Carlos			Male	District 9	Business Community	Insurance professional. Eligible to serve.	Hispanic/Latino/a	San Antonio	78258		Global Insurance Group	Vice President	Insurance
Mr.	Nash	Joshua			Male	District 10	Business Community	Consultant at Ernst and Young. Eligible to serve.	White/Non-Hispanic	San Antonio	78259		Ernst and Young	Manager	Consultant
Mr.	Nuttall	Charles	Edward	Charlie	Male	District 1	Business Community	IT Consultant. Eligible to serve.	White/Non-Hispanic	San Antonio	78212		Delegate / Bubbys Jewish Soul Food	Principal Solutions Manager; Co-Owner	IT Consulting / Restaurant
Mr.	Pulapaka	Srinivas			Male	Nonresident	Business Community	IT Professional. Would require residency waiver.	Asian	San Antonio	78258		Eurofins Environmental North America	Vice President	
Dr.	Roberts	Jeremy	Amshu		Male	District 1	Business Community	Eligible to serve in the Business category and Community category	Asian, White, Non-Hispanic	San Antonio	78213	SrVP; Adjunct Professor	Prosperas, I FinTech	SrVP; Adjunct Professor	SrVP; Adjunct Professor
Ms.	Schweers	MaryAnne			Female	District 10	Business Community	CEO of Marketing/IT firm. Eligible to serve.	White/Non-Hispanic	San Antonio	78209		PLC Strategies, LLC	Founder and CEO	Marketing Strategist
Mr.	Vasquez	Roland	Richard		Male	District 9	Business Community	Management Consultant. Eligible to serve.	Hispanic/Latino/a	San Antonio	78232	Aeronautics	Pursuing Master's in Human Resource Development. Completed a Bachelor's in Aeronautics through Embry-Riddle Aeronautical University.	Pursuing Master's in Human Resource Development . Completed a Bachelor's in Aeronautics through Embry-Riddle Aeronautical University.	Pursuing Master's in Human Resource Development. Completed a Bachelor's in Aeronautics through Embry-Riddle Aeronautical University. Youth Pastor, Bandera Road City Church
Rev.	Williams	Melissa	Rose		Female	District 2	Business Community	Business Coach/Minister. Eligible to serve.	American Indian and/or Alaska Native Black or African American	San Antonio	78202		Neighborhood Leadership Academy; Staff Academy Finance Student - Natl Democratic Training Committee	Neighborhood Leadership Academy; Staff Academy Finance Student - Natl Democratic Training Committee	15 years accounting, finance experience; 20 years entrepreneur experience; 29 years Minister & Pastor
Ms.	Haigh	Jennifer			Female	District 10	Community	Defense Department Contract Manager. Eligible to serve.	White/Non-Hispanic	San Antonio	78218		Various positions with DoD, Defense Contract management	Various positions with DoD, Defense Contract management	Various positions with DoD, Defense Contract management; Longstanding Boardmember of Ft. Sam Houston Area Charitable Organization
Mr	Merlo	Juan Carlos			Male	District 9	Community	Insurance professional. Eligible to serve.	Hispanic/Latino	San Antonio	78258		Global Insurance Group	Vice President	Insurance
Mr.	Motawea	Rami			Male	District 7	Community	Concessionaire at Airport (Dunkin Donuts). Eligible to serve.	Middle Eastern or North African	San Antonio	78257	Director of Operations	R and J International Co., Owners of Airport Dunkin Donut facility	Director of Operations	Dunkin Donut SAT airport; Masters UIW
Dr.	Roberts	Jeremy	Amshu		Male	District 1	Community	Eligible to serve in the Business category and Community category	Asian, White, Non-Hispanic	San Antonio	78213	SrVP; Adjunct Professor	Prosperas, I FinTech	SrVP; Adjunct Professor	SrVP; Adjunct Professor
Mr	Velesky	James	Peter	Pete	Male	District 10	Community	Project Manager at USAA. Retired Military. Eligible to serve.	White/Non-Hispanic	San Antonio	78209	Col (retired)	USAA	Program/Project Manager	
Mr.	Barros	Marco			Male	District 9	Travel and Tourism Industry	Seeking reappointment. Current AAC serving as Travel & Tourism Rep. Eligible to serve. Business Consultant.	Hispanic/Latino/a	San Antonio	78216	President	self employed	President	Consulting Management



<b>Airport Advisory Commission At Large AACOG</b>	<b>Application No: No: 20230204153542 13421</b>
ELIGIBILITY	
PROFILE	
Prefix	Ms
Last Name	Rath
First Name	Diane
Middle Name	Doehne
Suffix	
Preferred Name	Diane
Title	
Are you a City of San Antonio resident?	Yes
San Antonio Resident Length - Years	44
In which City Council District do you reside?	01
How many years have you lived in the City Council District where you reside?	07
Address Type?	Residence
Address	
City	San Antonio
State	TX
Zip	78209
Phone Type?	Business
Phone number	

Phone 2 Type?	Cell
Phone 2 number	
Address 2 Type?	Business
Address 2	2700 NE Loop 410, ste 101 San Antonio, Tx 78217
City 2	San Antonio
State 2	TX
Zip 2	78217
eMail	
Employer	Alamo Area Council of Governments
Job Title	executive director
Occupation	executive
Board/Commission/Committee Name	Airport Advisory Commission~At Large~AACOG~01
<b>DEMOGRAPHIC INFORMATION</b>	
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):	White/Non-Hispanic
Gender:	Female
Age:	65 to 74
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?	Yes
List name of employer, family member and describe contract.	AACOG funds some human service programs for COSA
Do you or any of your family members currently serve or in the past year served as an administrative aide to a Councilmember?	No

<p>Do you currently serve in any elected or appointed public government office?</p>	<p>No</p>
<p>Are you a member and/or officer and/or employee of any boards, commissions, corporations, non-profit entities, agencies, or other entities?</p>	<p>Yes</p>
<p>Give the title and dates of any position which you have held in such organization:</p>	<ul style="list-style-type: none"> <li>• Association of Defense Communities Board of Directors, 2020-2023</li> <li>• National Association of Regional Councils, Executive Director Council, 2017-2023</li> <li>• Frost Bank- San Antonio, Advisory Board Member, 2003-present</li> <li>• Texas Conservative Coalition Research Institute, Board Member, 2003-present</li> <li>• Valero Alamo Bowl, Board Member, 1994-present, Chair 2002</li> <li>• San Antonio Airport Advisory Commission, 2015 2023</li> <li>San Antonio Mobility Coalition (SAMCo) Board Member, 2015 present, Treasurer 2016-2023</li> </ul>
<p>Do you receive any compensation for service on this entity(ies)?</p>	<p>Yes</p>
<p>If yes, please describe compensation, for example - \$20 per meeting.</p>	<p>Frost Bank \$500 per meeting 2 meetings a year</p>
<p>Do you intend to seek election or appointment to any public office or</p>	<p>No</p>

board or commission in the foreseeable future?	
Have you ever been hired for a position with the City of San Antonio?	No
Describe your Educational history.	BS in Physical Therapy, UTMB-Galveston
Describe your Professional History & Certification designations (Current and historical).	currently Physical Therapy license with State of Texas
Describe your Volunteer Experience & Community Service	extensive history as a volunteer and serving on boards at the local, state and national level. In addition to what is listed above as current • Lone Star Rail District Board, 2015-2018 • American Public Human Services Association Policy Council, 2007-2008 • Texas Public Education Reform Foundation, Board Member, 2006-2010 • Bexar County United Way, Board Member 1998-2004 • Greater San Antonio Chamber of Commerce, Board of Directors 1993-96, Vice-Chair 1993 • JPMorganChase - San Antonio, Advisory Board Member, 1992-2003 • Texas Council on Workforce and Economic Competitiveness, 1995-2003, Chair 1995-1996 • Texas Department of Commerce, Board Member 1995-1996 •

	<p>San Antonio Development Agency, Vice Chair, 1990-94 • San Antonio Water System Board, Vice-Chair 1992-94 • Texas Rehabilitation Commission, Board Member 1989-1992 • Texas Board of Physical Therapy Examiners, 1981-1983</p>
<p>Please provide a brief narrative outlining your reasons for seeking appointment to this board or commission:</p>	<p>as executive director of AACOG, we have a designated seat on the AAC in order to bring a regional perspective to the airport and to ensure information is available to the broader region outside Bexar County that uses the airport</p>
<p><b>APPLICATION SIGN-OFF</b></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</p>	<p>Acknowledged</p>

<p>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 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.</p>	
<p>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.</p>	<p>Acknowledged</p>
<p>Enter Your Name</p>	<p>Diane D. Rath</p>
<p>Date of submission.</p>	<p>2/4/2023</p>
<p>The Texas Public Information Act provides that each government official may choose whether to allow the public access to the</p>	

<p>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.</p>	
<p>I want the public to have access to my Home Address.</p>	<p>No</p>
<p>I want the public to have access to my Home Telephone Number.</p>	<p>No</p>
<p>I want the public to have access to my Social Security Number.</p>	<p>No</p>
<p>I want the public to have access to my Emergency Contact Information.</p>	<p>No</p>
<p>I want the public to have access to my Family Information.</p>	<p>No</p>
<p>Please attach any additional information, such as a current resume, using the Attachments panel at the bottom of this page.</p>	





Diane Rath has served as Executive Director of AACOG since December 2014. In this capacity, she oversees 350 employees in 11 program areas with a budget of over \$80 million. During her tenure, AACOG has been recognized with national awards from NADO and NARC recognizing both Innovation and Transportation Partnerships. Additionally, the Alamo region was recognized by Association of Defense Communities as a Great American Defense Community in 2017. Rath has forged active partnerships with Joint Base San Antonio, including the first blanket IGSA in the Air Force. This initiative was recognized by the Secretary of the Air Force in October 2022 as one of three Innovative Partnerships in the country.

Before joining AACOG, Ms. Rath served as Senior Vice President at ResCare Workforce Services, with oversight responsibility for operations in over 300 locations in 28 states with 2200 employees and a budget of \$230 million.

Rath was appointed Chair and Commissioner of the Texas Workforce Commission by Governor George W. Bush in October, 1996 and re-appointed by Governor Rick Perry, serving until April, 2008. During her tenure, she oversaw the consolidation of 28 programs from 10 different state agencies to form a \$1.2 billion agency with responsibility for services involving federal programs from the U.S Department of Labor, Health and Human Services, and two other federal agencies. In 2007, Rath was nominated by President George W. Bush as Assistant Secretary of Administration for Children and Families at U.S. Health and Human Services. During this time she became recognized as a national leader in workforce development, forging partnerships with economic development and educational entities to meet the workforce needs of Texas businesses.

A physical therapist by background, Ms. Rath attended TCU, and graduated from UTMB-Galveston.

She is active in the San Antonio community and currently serves (or served) on numerous boards and committees which include

- Association of Defense Communities Board of Directors, 2020-2023
- National Association of Regional Councils, Executive Director Council, 2017-2023
- Frost Bank- San Antonio, Advisory Board Member, 2003-present
- Texas Conservative Coalition Research Institute, Board Member, 2003-present
- Valero Alamo Bowl, Board Member, 1994-present, Chair 2002
- San Antonio Airport Advisory Commission, 2015 – 2023
- Lone Star Rail District Board, 2015-2018
- San Antonio Mobility Coalition (SAMCo) Board Member, 2015 – present, Treasurer 2016-2023
- American Public Human Services Association Policy Council, 2007-2008
- Texas Public Education Reform Foundation, Board Member, 2006-2010
- Bexar County United Way, Board Member 1998-2004
- Greater San Antonio Chamber of Commerce, Board of Directors 1993-96, Vice-Chair 1993
- JPMorganChase - San Antonio, Advisory Board Member, 1992-2003
- Texas Council on Workforce & Economic Competitiveness, 1995-2003, Chair 1995-1996
- Texas Department of Commerce, Board Member 1995-1996
- San Antonio Development Agency, Vice Chair, 1990-94
- San Antonio Water System Board, Vice-Chair 1992-94
- Texas Rehabilitation Commission, Board Member 1989-1992
- Texas Board of Physical Therapy Examiners, 1981-1983

Ms. Rath has received several awards including

LULAC, Distinguished Texan, 2005  
NAWDP, System Building Award, 2006  
Distinguished Alumna, SAHS-UTMB 2008  
NASWA President's Award, 2008  
TARC Regional Unity Award, 2018  
San Antonio Business Journal 2019 Women's Leadership Award  
Top 50 Women Leaders in San Antonio, 2022

<b>Airport Advisory Commission At Large Aviation Industry</b>	<b>Application No: No: 20220720135309_12890</b>
ELIGIBILITY	
PROFILE	
Prefix	Mr.
Last Name	Provost
First Name	Mark
Middle Name	Travis
Suffix	
Preferred Name	
Title	
Are you a City of San Antonio resident?	Yes
San Antonio Resident Length - Years	30
In which City Council District do you reside?	09
How many years have you lived in the City Council District where you reside?	20
Address Type?	Residence
Address	
City	San Antonio
State	TX
Zip	78232
Phone Type?	Cell
Phone number	
Type?	Cell
Phone 2 number	
Address 2 Type?	Business
Address 2	
City 2	San Antonio
State 2	TX
Zip 2	
eMail	
Employer	M7 Aerospace LLC
Job Title	Director of Engineering
Occupation	Engineer
Board/Commission/Committee Name	Airport Advisory Commission~At Large~Aviation Industry~01

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)	White/Non Hispanic
Gender:	Male
Age:	55 to 64
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?	Yes
List name of employer, family member and describe contract.	M7 Aerospace LLC Rents hangars from SAT Intl Airport
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?	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	Bachelor of Science Mechanical Engineering (BSME) Masters of Business Administration (MBA)
Describe your Professional History & Certification designations (Current and historical).	Current: Director of Engineering M7 Aerospace Vice President of Engineering Pemco World Air Services Director of

	Engineering Pemco World Air Services
Describe your Volunteer Experience & Community Service	None to date
Please provide a brief narrative outlining your reasons for seeking appointment to this board or commission	I have a strong interest in Aviation, especially in San Antonio. There are a number of important changes coming to SAT Intl Airport and I believe I could provide beneficial insight.
<b>APPLICATION SIGN-OFF</b>	
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.	
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 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.	Acknowledged
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	Mark T. .Provost
Date of submission	7/20/2022
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 Number	No
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.	
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# Mark Provost

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## PROFESSIONAL EXPERIENCE

- 04/08 - Present**      **Director of Engineering**  
**M7 Aerospace LLC / Elbit Systems of America**, San Antonio, TX  
Responsible for the daily operations of Engineering, Certification, Technical Support, Technical Publications and Training. Managerial and financial responsibilities include business strategic planning, overseeing department welfare, developing long-term budgets, and financial reporting to management through written and oral presentations. Technical responsibilities include insuring compliance with FAA regulations, overseeing technical content of all engineering projects and coordinating engineering activities with other departments. Member of the MRB.
- 05/07 - 04/08**      **Vice President, Engineering and Product Support,**  
**Pemco World Air Services**, Dothan, AL  
Responsible for oversight of all Engineering, Certification, Technical Support, and Technical Publications activities. Department Financial responsibilities. Provide leadership, hands on direction and mentoring to the engineering team. Create and maintain Product Development and Strategy Plan for next generation of Large Cargo Door modifications.
- 07/99 - 05/07**      **Director of Engineering, FAA Coordinator**  
**M7 Aerospace LP / Fairchild Aircraft Incorporated**, San Antonio, TX  
Responsible for the daily operations of Engineering, Certification, Technical Support, Technical Publications and Training. Managerial and financial responsibilities include business strategic planning, overseeing department welfare, developing long-term budgets, and financial reporting to management through written and oral presentations. Technical responsibilities include insuring compliance with FAA regulations, overseeing technical content of all engineering projects and coordinating engineering activities with other departments. Member of the MRB.
- 04/99- 07/99**      **Director of Engineering**  
**Structural Integrity Engineering**, Chatsworth, CA  
Responsible for the oversight of all Engineering activities. Managerial and financial responsibilities included department P/L, overseeing department activities, developing department procedures, and generation of business plans and budgets. Technical responsibilities included final design approval, and insuring compliance with FAA regulations.
- 06/97- 04/99**      **Director of Engineering**  
**Pemco World Air Services**, Birmingham, AL

Responsible for all Engineering, Certification and Technical Data activities at facilities in Denver, CO; Birmingham, AL; Dothan, AL; and Victorville, CA. Managerial and Technical responsibilities included department oversight, certification and compliance with FAA regulations, bid and proposal activities, and coordinating engineering activities with other departments. Financial responsibilities included Engineering Department P/L, strategic planning. Member of the MRB.

**10/96-  
06/97**

**Structures Engineer**

**Sino-Swearingen Aircraft Co.**, San Antonio, TX

Performed stress analysis for the structural substantiation of aircraft components. Reviewed engineering drawings for Stress Group approval. Generated and checked stress reports. Reviewed and approved engineering process specifications. Worked with Design Engineers to insure weight/strength optimization of structural components.

**01/96-  
10/96**

**Senior Engineer, Aircraft Primary Structures**

**Raytheon Co.**, Waco, TX

Responsible for the design of primary structures in support of aircraft interior modifications. Responsibilities included establishing priorities to meet scheduled goals, reviewing drawings for correctness and optimum design, and preparing written and oral reports for management and customer review. Prepared bids and proposals for targeted projects. Assisted in Liaison Engineering duties as required. Department Assignments included: Establishing an ISO 9000 approved set of Material Review Board (MRB) procedures for the company's Commercial Division and preparing a Strengths and Capabilities Study of the Engineering Department to assist the company's Marketing group.

**1994-1995  
1992-1994  
1989-1992**

**Senior Engineer, Liaison Engineering**

**Lead Engineer, Product Support**

**Liaison / Design Engineer**

**The Dee Howard Co.**, San Antonio, TX

**Senior Engineer**; Member of the Material Review Board. Performed Liaison Engineering duties as required. Provided instruction to junior engineers in the Liaison Engineering group. Worked with Quality Control and Certification Offices to insure compliance with FAA regulations. Represented the Engineering Department in Product Support activities. Reviewed Engineering policies and procedures. Served as interim Project Engineer of new programs. Assisted in preparing bids and proposals. **Lead Engineer**; Served as a liaison between customers and the Dee Howard Co.'s Design, Engineering, Production, Manufacturing and Quality Assurance Departments. Performed reliability and maintenance cost analysis for Thrust Reverser programs. Reviewed all technical publications including Service Bulletins, Maintenance Manuals, Illustrated Part catalogs and Overhaul Manuals. Advised engineering and manufacturing departments of process and product improvements. Acted as Project Engineer for

all post-production modifications. Provided technical support for company's complete product line. **Liaison Engineer**; Member of the Material Review Board. Provided immediate and cost effective engineering support to production and manufacturing personnel. Served as an interface between Designers, Stress Analysts, Customers, Vendors and FAA representatives. Provided structural substantiation and installation coordination of aircraft interior modifications. Developed a method to monitor all repair schemes which reduced direct cost and engineering overhead. Formally documented design changes and repair schemes.

**1987-1991 Engineer**

**Aviation Engineering Consultants, San Antonio, TX**

Developed models of aircraft components for stress analysis by ANSYS Finite Element Modeling (FEM). Served as Project Engineer for aircraft interior modification programs.

**1980 Research Assistant**

**University of Texas Wind Tunnel, Balcones Research Center, Austin, TX**

Aided in the construction of the wind tunnel and support facility. Designed and aided in the manufacture of test equipment and wind tunnel models. Assisted in performing wind tunnel test and reports. Performed routine maintenance of test equipment.

**CAD EXPERIENCE**

**Pro-Engineer; 1,000 hours**

**CATIA v4/v5; 100 hours**

**EDUCATION**

**Masters of Business Administration, Concentration in Finance,**

August 1993

The University of Texas at San Antonio

**Bachelor of Science, Mechanical Engineering, December 1988**

The University of Texas at San Antonio



<b>Airport Advisory Commission At Large Business Community</b>	<b>Application No: No: 20230123102418_13363</b>
ELIGIBILITY	
PROFILE	
Prefix	Mr
Last Name	Miller
First Name	Marc
Middle Name	
Suffix	
Preferred Name	
Title	Aviation Director
Are you a City of San Antonio resident?	Yes
San Antonio Resident Length - Years	26
In which City Council District do you reside?	08
How many years have you lived in the City Council District where you reside?	05
Address Type?	Residence
Address	
City	San Antonio
State	TX
Zip	78231
Phone Type?	Cell
Phone number	
Phone 2 Type?	
Phone 2 number	
Address 2 Type?	Business
Address 2	900 Skyplace Blvd
City 2	San Antonio
State 2	TX
Zip 2	78216
eMail	
Employer	H-E-B
Job Title	Aviation Director
Occupation	Pilot Aviation Director
Board/Commission/Committee Name	Airport Advisory Commission~At Large~Business Community~01

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):	White/Non-Hispanic
Gender:	Male
Age:	55 to 64
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?	Yes
List name of employer, family member and describe contract.	H-E-B
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?	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.	BS business
Describe your Professional History & Certification designations (Current and historical).	Airline Transport Rating (ATP) Flying and managing aircraft since 1979
Describe your Volunteer Experience & Community Service	Board of Directors Ferrari KID charity
Please provide a brief narrative outlining your reasons for seeking appointment to this board or commission:	If my Aviation experience can help the City of San Antonio, I would like to contribute. I feel

	that a strong aviation system is valuable to our community.
<b>APPLICATION SIGN-OFF</b>	
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.	
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 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.	Acknowledged
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	Marc Miller
Date of submission	1/23/2023
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 Number.	No
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.	

<b>Airport Advisory Commission At Large Business Community</b>	<b>Application No: No: 20230123141745_13368</b>
ELIGIBILITY	
PROFILE	
Prefix	Mr
Last Name	Bright
First Name	Ronnell
Middle Name	Ralph
Suffix	Mr.
Preferred Name	Ron
Title	Mr.
Are you a City of San Antonio resident?	Yes
San Antonio Resident Length - Years	17
In which City Council District do you reside?	09
How many years have you lived in the City Council District where you reside?	09
Address Type?	Residence
Address	
City	San Antonio
State	TX
Zip	78258
Phone Type?	Cell
Phone number	
Phone 2 Type?	Business
Phone 2 number	
Address 2 Type?	Business
Address 2	
City 2	San Antonio
State 2	TX
Zip 2	78258
eMail	
Employer	Bright Consulting Solutions
Job Title	Owner
Occupation	Management Consulting
Board/Commission/Committee Name	Airport Advisory Commission~At Large~Business Community~01
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):	Black or African American
Gender:	Male
Age:	55 to 64
Do you identify as a sexual minority (such as lesbian, gay, bisexual, queer, etc.)?	No
<b>QUESTIONS</b>	
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:	Airport Advisory Commission: 12/02/2021 - 03/18/2023 Big Brother Big Sister African American Council: Kappa Alpha Psi Fraternity Good Health Wins Program Director Dream Big Scholarship Fund Board Of Directors

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?	Yes
Please list the office, board, or commission and status of your application to that position.	Airport Advisory Commission (reappointment)
Have you ever been hired for a position with the City of San Antonio?	No
Describe your Educational history.	BS of Administration Florida A and M University University Of Miami Full Sail University
Describe your Professional History & Certification designations (Current and historical).	Bright Consulting Solutions (BCS) is a Management Consulting Group delivering Professional and Administrative services with focus areas in Program Management, Strategic Planning, Enterprise Risk Management and Information Technology Products and Services. Ronnell R. Bright Key Executive Profile: I am an operations-oriented Finance leader and business partner with a 30 year track record elevating financial performance, improving the bottom line, and driving enterprise success. I leverage operations and financial management expertise to influence business strategy and establish effective business controls. I Excel at personnel development, coaching, and management. I have an Open-door, team-oriented leadership style. I am Six Sigma trained. Specialties: Financial Expertise: Financial Planning and Analysis, Budgeting and Forecasting, Financial Reporting, Business Case Analysis, Business Controls, Economic Analysis, Product Pricing, Financial Consulting, Cost Governance, Accounting Operations Expertise: Business Process Improvement, Business Development, Program Management, Personnel Management, Change Leadership, ERP Implementation, Customer Service, Team Building / Coaching, Management Consulting, Franchise Consulting, Government Contracting, Contract Administration
Describe your Volunteer Experience & Community Service	Community Service and Citizen Involvement: Election Judge Volunteer Deputy Registrar VP Canyons At Stone Oak HOA Kappa Alpha Psi Fraternity, Inc. Board of Director VP 100 Black Men of San Antonio Big Brother Big Sisters African American Council 2016 City of San Antonio Small Business Mentor - Protg Of the Year 2016 LaunchSA Valedictorian SAPD Citizens On Patrol SAPD Citizens Police Academy Christian Business Network Educators Voters Registration Initiative (EVRI) VP Florida A and M University Alumni Association FBI Citizens Academy Board of Directors Kappa Alpha Psi Education Foundation BOD Alamo City Chamber of Commerce Boy Scouts District

	Finance Chair Communities in Schools Mentor, City of San Antonio Airport Advisory Commission, Immunization San Antonio, Good Health Wins San Antonio Program Director, Dream Big Scholarship Fund Board of Director
Please provide a brief narrative outlining your reasons for seeking appointment to this board or commission:	Id like to Continue the Great work of the Board by representing the Community at large, but more directly bexar county citizens who work within the ecosystem of the SAAS as well as external to the COSA Airport environment but impacted by its operations.
<b>APPLICATION SIGN-OFF</b>	
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.	
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 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.	Acknowledged
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	Ronnell R. Bright
Date of submission.	1/23/2023
The Texas Public Information Act provides that each government official may choose whether to allow the public access to the information in	

<p>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.</p>	
<p>I want the public to have access to my Home Address.</p>	<p>No</p>
<p>I want the public to have access to my Home Telephone Number.</p>	<p>No</p>
<p>I want the public to have access to my Social Security Number.</p>	<p>No</p>
<p>I want the public to have access to my Emergency Contact Information.</p>	<p>No</p>
<p>I want the public to have access to my Family Information.</p>	<p>No</p>
<p>Please attach any additional information, such as a current resume, using the Attachments panel at the bottom of this page.</p>	





# Ronnell (Ron) Bright

## Bright Consulting Solutions

### Florida A and M University

#### San Antonio, TX

#### **Company Summary:**

Bright Consulting Solutions (BCS) is a Management Consulting Group delivering Professional & Administrative services with focus areas in Program Management, Strategic Planning, Enterprise Risk Management, Information Technology Products and Services.

#### **Ronnell R. Bright [Key Executive] Profile:**

Ron Bright is an operations-oriented finance leader and business partner with a 30+ year track record elevating financial performance, improving the bottom line, and driving enterprise success. He leverages operations and financial management expertise to influence business strategy and establish effective business controls. He excels at personnel development, coaching, and management. He has an open-door, team-oriented leadership style. He is Six Sigma certified.

#### **Bright Consulting Solutions (BCS) Recent and Relative Past Performance:**

BCS has established, over the past nine years, an enviable record as a high quality small minority business delivering Professional and Administrative services to its clients focusing on Program management, Enterprise Risk Management and Information Technology Products and Services. BCS' CEO formerly held the position of Dell OptiPlex, Dell Precision, and Dell Warranty and Support Services Product Line Division Controller. Currently, Mr. Ron Bright leads the day to day operations and business development activities of the small minority firm named Bright Consulting Solutions. BCS, as a San Antonio, TX Certified Minority Subcontractor, demonstrated excellence while delivering IT Support Services Process Improvement Recommendations for the San Antonio Airport System (SAAS) IT Support and Preventive Maintenance Project (2014) and while designing the SAAS ten-year IT Hardware Equipment End-of-life (EOL) and IT Equipment Replacement Calendar Project. As a valued subcontractor on the SAAS "On-Call Program Management" project (2014 – 2019), BCS is one of a selected number of IT Product and Services contractors providing on-site Program and Project Management services for the various SAAS IT projects being initiated as detailed in the SAAS IT Master Planning Process and Document (also spear-headed and developed by BCS team members) which supports SAAS's major, multimillion-dollar Airport System and Airport Terminal Expansion Project. Bright Consulting Solutions has also provided High quality program management and extensive proposal management services as a preferred sub-contractor to C&C International Computers and Consultants.

#### **Financial Expertise:**

Financial Planning & Analysis, Budgeting & Forecasting, Financial Reporting, Business Case Analysis, Business Controls, Economic Analysis, Product Pricing, Financial Consulting, Cost Governance, Accounting

#### **Operations Expertise:**

Business Process Improvement, Business Development, Program Management, Personnel Management, Change Leadership, ERP Implementation, Customer Service, Team Building / Coaching, Management Consulting, Franchise Consulting, Government Contracting, Contract Administration

#### **Ron Bright Community Involvement:**

Election Judge - Bexar County Texas; Volunteer Deputy Registrar (VDR) - Bexar County Texas; Past Vice President / Treasurer - Canyons At Stone Oak Home Owners Association (HOA); Kappa Alpha Psi Fraternity, Inc. - San Antonio Alumni Chapter; VP Development - 100 Black Men of San Antonio; Big Brother Big Sisters of South Texas; 2016 City of San Antonio Small Business Mentor - Protégé Graduate; 2016 Business Opportunity Academy (BOA) Valedictorian; SAPD Citizens On Patrol; SAPD Citizens Police Academy; Christian Business Network - Resurrection Baptist Church; Educators Voters Registration Initiative (EVRI); VP of Development Florida A & M University Alumni Association, NAACP, 2018 FBI C. A.

#### **Ron Bright Personal Information:**

Ron Bright is married to Stephanie Williams Bright (20 Years). He is the Father of Andre Bright Johnson (Son) and Tiffany Nicole (Bright) Hughes (Daughter). He has one grandson, Carter Patrick Hughes. Ron is a member of Resurrection Baptist Church (ROCC Campus).

# Ronnell R. Bright

## Summary:

- Providing On-going IT Program Management Professional Services in support of the San Antonio Airport System (SAAS); Ground Transportation Management System (GTMS) Project
- Providing On-going Program Management Professional Services as a Certified Sub-Contractor in support of contracts primed by C&C International Computers & consultants as well as XIP Consultants, LLC
- Extensive years of experience as a Business Process Improvement, Enterprise Risk Management & IT Governance Consulting
- Re-engineered USAA Insurance Company Treasury and Cash Management Daily Reporting and USAA Banking Operation's processes utilizing Six Sigma Business Process Improvement Methodology resulting in Client's improved **Process Management and documentation environment and improving its Key Performance metric reporting activities.**
- **Earned a Dell Six Sigma Green Belt Certification while Leading and Facilitating Various Business Process Improvement Projects culminating in over \$400 Million of annual Cost Savings & process improvements**
- Provided external business management consulting to clients specifically in the areas of strategic & financial planning, enterprise risk management, business process improvement, and SOX Compliance Activities (Audit, Testing, and Validation).

## Skills:

- Computer Skills: Microsoft Windows, MS Word, MS Access, MS Excel, MS Project, MS Visio, Internet Explorer, Outlook, PowerPoint, Crystal Reports, Quicken, QuickBooks, SAP, Oracle, JD Edwards
- Financial Expertise: Financial Planning & Analysis, Budgeting & Forecasting, Financial Reporting, Business Case Analysis, Financial & Business internal Controls, SOX 404/ 302 Compliance (Auditing, Testing, Reporting, Validation), Product Pricing, Cost Governance, PCI DSS Program Management & Compliance Auditing
- Operations Expertise: Business Process Improvement, Business Development, Program Management, Change Leadership, Team Building, Management Consulting,

## Education/ Certification:

- Bachelor of Science in Business Administration, Florida A & M University, Tallahassee, FL, 1988
- Dell Six Sigma Green Belt Certification; Black Belt in progress

## Experience:

Bright Consulting Solutions (BCS), San Antonio, TX Sept 14 – Present  
Business Process Consulting & **IT Program Management** Consulting Services and Support (Owner / Part-time)

### Responsibilities:

- Subcontractor Providing IT Support & IT Program Management for the San Antonio International Airport (Ordinance: 2015-04-09-0293 On-Call IT and Security Planning and Program Management Services, Prime – XIP Consulting, LLC.)
- Subcontractor Providing IT Support Planning Services for the San Antonio International Airport with a Focus on Re-engineering the Airport IT and Security Equipment Replacement processes & Recommending Industry Best Practice Preventive Maintenance Strategies (Ordinance: 2014-09-04-0654 IT Support Plan, Prime – XIP Consulting, LLC)
- Subcontractor providing Program Manager Support for Department of Homeland Security (DHS) IT and Security System Refresh including on-going IT Hardware Service and Support (Re: First Source II, HUBzone Prime - C&C International Computers and Consultants)

Bright Consulting Solutions (BCS), San Antonio, TX Jan 06 – Present  
**Business Process Consulting** & IT Program Management Consulting Services and Support (Owner / Part-time)

### Responsibilities:

- Certified federal government contractor and Small Business Alliance Partner specializing in Executive Management Consulting and other business-related Professional Services including Business Process Design & Improvement, Key Performance indicator & metric reporting, Internal Control Design & Implementation, as well as Financial Control Audit, Testing and Validation.
- Providing subject matter expertise on Professional & Administrative Services including Program Management, Strategic Planning and Analysis, Business Process Improvement, Enterprise Risk Management, and IT Shared Services Consulting

Charter Global Inc., (Alliance Partner of TATA Consulting Services) Atlanta, GA  
Business Process & Financial Management Consultant

Mar 10 – Dec 10

Responsibilities:

- Provided External Strategic, Financial, and Operational consulting to clients specifically in the areas of Financial Planning and Analysis, Accounting, Treasury, IT, Financial Controls and Business Process Improvement.
- Re-engineered USAA Insurance Company Treasury and Cash Management Daily Reporting and USAA Banking Operation's processes utilizing Six Sigma Business Process Improvement Methodology; Generated over \$ 32M of 3-year cash savings.

The Shaw Group, Inc., Baton Rouge, LA  
Director of Financial Controls (SOX) and Business Process Improvement

Aug 08 – Jul 09

Responsibilities:

- Performed Compliance governance and control assessment activities to ensure control alignment with multiple regulatory responsibilities (SOX 404, HIPAA, PCI-DSS, and ISO 27001).
- Coordinated the design, review, documentation, and testing of internal controls in support of 404 and 302 regulatory compliance requirements for The Shaw Group (\$8 Billion Annual Revenue - Globally).
- Determined long-term strategic direction for Global SOX Compliance, the Control Self-Assessment Process, 404/ 302 reporting, and the Financial Control Technology Roadmap; Worked with SMEs to develop new/ modified policy and procedures, To-Be FC Process documentation - including detailed Process flows, desktop procedures, and role definitions.
- **Designed, Documented, and implemented over 150 Finance, Accounting, Treasury, Insurance, and Tax Related Business processes with all required corresponding Financial Controls, Audit Testing Activities and operational metric reporting resulting in a Certified SOX 404 Complaint Status.**
- Identified and Assessed Risk to Fin Reporting and (SEC) Financial Statement Preparation. Documented and assessed deficiencies, identified remediation plans, and coordinated Shaw Group Process/ control changes.
- Developed and documented 500+ Intercompany Process flowcharts and Risk matrices to support new or modified Processes and controls related to new/modified systems, or Accounting pronouncements.
- **Consulted on various company-wide business process improvement projects while being considered a SME on related Metric Reporting Design and improvement activities.**
- Steered Policy and procedure development and conducted SAS 70 compliance audits of third party and outsource partners.
- Co-Chaired the Shaw Group Financial Controls (SOX) Committee; Signed and executed the Shaw Group SOX 302 Sub-Certifications; Facilitated the execution of the Shaw Group Management Representation Letter Process.

Accretive Solutions, Inc.; Robert Half, Inc.; San Antonio, TX & Corpus Christi, TX  
Business & Financial Management Consultant

Jan 07 – Aug 08

Responsibilities:

- Provided External Strategic, Financial, and Operational consulting to clients specifically in the areas of Financial Planning and Analysis, Accounting, Financial Controls and Business Process Improvement.
- Managed all Treasury, Cash Management, and Accounts Receivable functional activities for Advantage Rent-A-Car Company (\$300 M annual revenue).
- Designed an improved PCI-DSS Policy Framework, processes, procedures and assessment methodology which corresponded to the implementation and rollout of a new POS application in all retail outlet stores for Whataburger, Inc. Conducted PCI-DSS impact analysis to identify potential requirement GAPS while validating the PCI-DSS compliance status of a new POS Application.
- Maintained oversight of all PCI-DSS remediation activities leading to a successful "Report on Compliance".
- Conducted and Facilitated PCI-DSS information and awareness courses.
- Performed penetration tests, vulnerability assessments in addition to PCI-DSS assessments, and Metric Reporting.
- Provided Supply Chain and Logistics management consulting to Rack Space Managed Hosting, Inc. on an initiative to improve customer delivery by re-engineering Inventory Management Processes and redesigned all supporting Metric Reporting which significantly reduced Quarterly inventory shortages by over a sustained 95% financial improvement.

Dell, Inc., Round Rock, TX  
Workstation Product Line Area Controller

Jul 99 – Dec 05  
Jan 05 – Dec 05

Responsibilities:

- Controlled, and managed all financial aspects of Dell's multibillion-dollar Global Workstation business unit.
- Prepared quarterly forecasts and monitored actual/outlook-to-plan variances for entire business line.
- Analysed R&D's financial and strategic business objectives.
- Provided financial support for cross-functional teams during R&D Phase Review process

- Monitored multimillion-dollar R&D budgets through detailed Cost Governance activities through detailed Key Performance Metric reporting
- Crafted high-profile business cases, utilizing Six Sigma process improvement approaches, that saved \$ 100M+ annually; scenarios included shifting assembly to low-cost regions and reducing documentation and media.

Program Manager, Structural Materials Cost & SOX Compliance

Jan 04 – Dec 04

Responsibilities:

- Managed the R&D organization's control self-assessment (CSA) & SOX audit, testing, and validation training, development, and implementation process.
- Developed and deployed SOX internal controls, provided financial and business case analysis, led business process improvement (BPI) initiatives, and drove production cost reduction efforts.
- Co-Validated internal and external applications in compliance with Regulatory responsibilities during the planning stages of Dell's product research and development process and activities.
- Reduced material costs 10% (\$25M) annually through ROI-based prioritization guidelines, Engineering realignment, Manufacturing & transportation business process improvements and low-cost outsourcing solutions.
- Earned Dell's **Six Sigma (BPI) Green Belt** for implementing an automated cost accounting system Process Improvement that increased cost-tracking accuracy during the product phase development process (\$250 Million Annual Cost Savings).

Finance Manager

Jan 03 – Dec 03

Responsibilities:

- Managed financial reporting and actual/outlook-to-plan variance analysis for Dell's Client Services business unit.
- Spearheaded financial planning and analysis, business controls implementation, ERP Implementation, general accounting functions, and financial reporting.
- Developed, implemented, and coordinated Dell Services Control Self-Assessment (CSA) activities ensuring compliance with SOX audit requirements.
- Designed and implemented Dell Global Services SOX Audit and Testing process and procedures in compliance with multiple regulatory responsibilities (SOX 404, HIPAA, ISO, SAS 70). Maintained oversight of internal Control self-assessment and internal audit remediation activities.
- Earned Dell's **Gold Customer Experience Award** for leading worldwide Cross-Functional Core Team that implemented corrective action plans and closed identified SOX 404 audit exceptions and Business Process Improvements.
- Received Dell's **Silver Customer Experience Award** (Partnering with Senior Operations Managers and Client Services VP) for establishing strategic plans that enhanced the utilization of Dell's Client Services Business Models and Processes ensuring Flawless Execution across all Dell business units.

Senior Finance Consultant

Jul 99 – Dec 02

Responsibilities:

- Provided business strategy analysis, financial planning and analysis, financial reporting, and change management leadership for Dell's SMB Global Services.
- Received Dell's **CFO Award** for developing high-profile business cases for shifting Customer Service and Dell financial & Shared Services functions to low-cost outsourcers and international regions with lower labour costs.
- Earned a Dell's **CFO Award** for leading Dell's "Best of Breed" benchmarking process improvement study that standardized the Dell Global Services metric reporting process enabling more efficient worldwide implementations of cost-saving business process improvements.

BP/ AMOCO Oil Company, Inc., Chicago, IL & West Palm Beach, FL

Jan 88 – Jul 99

Regional Merchandising Manager/ Regional Operations Manager/ Finance Manager

Responsibilities:

- Managed Operations for more than 65 company-operated sites in South Florida; generated double-digit C-store and gasoline sales growth y/y (Operations/Merchandising Manager).
- Established wholesale and retail gasoline pricing strategies for all Florida distribution outlets; managed forecasting, reporting, and general accounting activities (Finance Manager).

### **Community Service Involvement:**

Election Judge - Bexar County Texas, Volunteer Deputy Registrar (VDR) - Bexar County Texas, Vice President / Treasurer - Canyons At Stone Oak Home Owners Association (HOA); Kappa Alpha Psi Fraternity, Inc. - San Antonio Alumni Chapter, 100 Black Men of San Antonio, Big Brother Big Sisters of South Texas, 2016 City of San Antonio Small Business Mentor - Protégé Graduate, 2016 Business Opportunity Academy (BOA) Valedictorian, Citizens On Patrol (COP) - Canyons At Stone Oak Neighborhood Organization, Christian Business Network - Resurrection Baptist Church, Educators Voters Registration Initiative (EVRI), Federal Bureau of Investigations (FBI) Citizens Academy

## **What They Are Saying About Ron:**

### **Nathan Johnson, Jr. Finance Director and Entrepreneur**

When I contact Ron, I know what I'm getting. Quality recommendations and insight based on training and experience. He never fails to have substance behind his thoughts, and always gives me extra value for the time spent with him. Recently I worked with him on preparing for a consulting project, and he happily shared thoughts, templates and references. I can't think of a better partner or leader, and I highly recommend him to any potential partner, client or employer.

### **Paul Finley, Systems Architect at IBM**

Ronnell is a strong strategic thinker and has proven to be invaluable in driving others within his organization to a common goal.

### **Randy Call, Program Management Senior Consultant at Dell Inc.**

Detailed, people person, team player and gets the job done, very much a go to person

### **Jeffery Ward, HR Director - Strategic Business Partner**

Ronnell was a trusted financial advisor and consultant while at Dell. I found Ronnell to be a proactive, forward-thinking financial professional willing to take on projects and assignments without hesitation and delivered on results to his senior management team with high attention to detail.

### **Bret Burkhart, Financial Controller at Dell Inc.**

Ronnell was a strong financial leader who was strong at business partnering and project management. Ronnell has a strong sense of sniffing out problems and then forming a team to study various options and then leading the team towards a final solution. Ronnell also earned a Green Belt certification for BPI as the lead for product structural material savings within Dell Product Group. Overall, Ronnell is a pleasure to work with and team oriented. I highly recommend Ronnell.

### **Albert Hall, Jr., Director, Human Resources at Edmond's Enterprise**

There are so many ways to describe Mr. Bright. He is a consummate professional, engaged, strategic/technical, charismatic, customer focused, and results driven. I have had the privilege to know Ron for over 14 yrs. and he has always been a great leader, mentor, coach and business professional. He is someone "that you want your team"....True Winner!!!!

### **Gautham Venkat, Finance Manager at Cree**

Ronnell brought a great deal of experience to his role at Dell and was instrumental in putting together the Workstation 3-year plan.

### **Freddy Starkes, Sr. Claim Specialist at TML-IRP**

Ron is a detailed and goal oriented who can help an organization achieve success and maximizing the bottom line. He can work within confined budget restraints and achieve maximum opportunity yielding high and effect results.

### **Howard Maymon, Multi - Industry CFO, VP Finance**

I had the privilege to manage Ronnell early in his career when he first started with Dell. His logical, analytical insights combined with his collaborative interpersonal style served him very well in accomplishing his goals. He was equally adept at supporting leaders in other functions as well as working closely with his Finance colleagues. I would strongly recommend Ronnell as a high character, annalistically insightful business partner.

## **Community Impact and Community Service Feedback:**

### **Ms. Valentina Davis (Mentee Parent)**

"Thank you again for coming over and helping him with that paper. His teacher was impressed. With all that's going on that really helped me as well!!!!"

### **Ms. Annabeth Corbin, Bexar County Election Judge**

"Hey Ron, I wanted to thank you for your help in the election—😊 Thanks for your help & all you do in the community too! I tell you again, I admire all you do for others beyond your own daily job---there is a greatness in that."



**Alison Gonzales, Big Brothers Big Sister Match Support**

“Thank you Mr. Bright! You are one awesome big brother and being able to communicate with Quennell is awesome! Thank you for being a role model that all mentors and bigs can look up to!”

**Rachel Gallagher, Big Brothers Big Sisters Match Support Supervisor**

Mr. Bright, this is great, and it was nice seeing you on Saturday for the training. I'm glad Quennell seems to have a clear vision for his future in law enforcement, and your discussion with him about it is steering him to think about his long-term game. Nicely done!

**Armen Babajanian, Big Brothers Big Sisters Chief Operations Officer**

“Special thanks to [Ronnell Bright](#) and [San Antonio Alumni Chapter of Kappa Alpha Psi Fraternity, Inc.](#) for continuing their support of one-to-one youth mentoring and being a Lane Sponsor at Bowl for Kids' Sake. On top of that, Mr. Bright is an incredible Big Brother to Little Brother Quennell! [#mentoringworks](#) [#thefutureisbright](#)”

## Additional Information:

**Ronnell (Ron) Bright**, current small business entrepreneur and Chief Consulting Officer of Bright Consulting Solutions (BCS), is a **Management Consultant** who delivers professional & administrative services to public and private sector clients. The professional services provided are focused in the areas of **Program Management, Emergency Management, Strategic Planning, Enterprise Risk Management, Financial Analysis & Information Technology Products and Services**. Ron has a 34-year body of professional experience that includes recent & relevant experience as a subcontractor providing services to the **City of San Antonio Airport System (SAAS)**. The professional services provided included, but is not limited to, **Program Management, Process Improvement, Financial Management and Cost Governance** services as prescribed and detailed in the 10-Year SAAS Information Technology Master Plan. Ron excels at personnel development, coaching, and cross-functional team facilitation activities. Ron has a B.S. in Business Administration. Ron is **Six Sigma** certified and proficient in Excel, Word, and project management software programs.

- ▶ **Ron Bright** is an **Field Operations-oriented Finance Leader and Business Partner** that leverages operations and financial management expertise to influence business strategy. This is evidenced by Ron's current participation in the 5-year (2014 -2019) **City of San Antonio Airport System (SAAS) "On-Call Information Technology (IT) Security Planning and Program Management Contract (\$2.5M)"**. Ron Bright is a valued subcontractor providing **On-site Program and Process Management** professional services including **Program Management, Financial Auditing, Cost Governance** and **Project Closeout** services of the various SAAS Information Technology projects planned thru fiscal year 2020.
- ▶ **Ron Bright**, who is a **City of San Antonio Certified Contractor**, demonstrated excellence while delivering IT Support Services Process Improvement recommendations for the City of San Antonio Airport System (**SAAS IT Support and Preventive Maintenance Project, 2014 - 2015**). During this project, Ron Bright **designed** the **SAAS Ten Year Information Technology (IT) Hardware Equipment End-of-Life (EOL) and IT Equipment Replacement Calendar**. This project included, but was not limited to, activities that included **conducting On-site "As-Is" Assessments of SAAS IT Equipment, documenting SAAS IT Equipment remaining life, calculating the IT Equipment "As is" estimated asset value and projecting the future IT Equipment Maintenance Expenses and IT Equipment Replacement Costs**. All Cost Estimates accounted for forward pricing and was derived by utilizing parametric cost estimating methodology. The resulting IT Preventive Maintenance Schedule & IT Equipment Replacement Calendar was **reconciled** with the Ten Year SAAS Information Technology Master Plan (also spear-headed by BCS Team members) that supports SAAS's major, multi-million dollar Airport Terminal Expansion Project.
- ▶ **Ron Bright** is a **preferred subcontractor** to C&C international Computers & Consultants (EDWOSB, HUBzone). Ron Bright is considered an integral part of the C&C International Computers & Consultants' **Program Management and Administrative Support Team**. C&C International Computers & Consultants is currently a HUBzone Prime Contractor awarded the **Department of Homeland Security (DHS) First Source II Contract**. The FirstSource II initiative is a 100%

small business multiple-award, IDIQ contract vehicle, specifically designed as the preferred source to acquire commercially-available Information Technology (IT) commodities, solutions, and value-added reseller (VAR) services to support DHS business units in accomplishing their assigned missions.

- ▶ **Ron Bright**, as owner of Bright Consulting Solutions (established in 2011), provided external business management consulting to clients specifically in the areas of strategic & financial planning, enterprise risk management, business process improvement, and SOX Compliance Activities (Audit, Testing, and Validation). Ron Re-engineered USAA Insurance Company Treasury and Cash Management Daily Reporting and USAA Banking Operation's processes utilizing Six Sigma Business Process Improvement Methodology resulting in the Client's improved **Process Management and documentation environment and also improving its Key Performance metric reporting activities.**
- ▶ **Ron Bright (Dell Computers CFO-Award Winner)**, Past Dell Computers Finance Director & Information Technology Product Controller, program managed cross-functional Research & Development teams tasked with designing future Information Technology products and services. Ron Bright also provided financial support to the cross-functional core teams during all design stages of the R&D Phase Review process, reconciling each project and individual design stage performance metrics against Dell Computers' strategic business plan & Dell Computers' product development project objectives.
- ▶ **Ron Bright** earned a **Dell Six Sigma Green Belt Certification** while Leading and Facilitating Various Business Process Improvement Projects culminating in over **\$400 Million of annual Cost Savings** & process improvements.



<b>Airport Advisory Commission At Large Business Community</b>	<b>Application No: No: 20230123141040_13365</b>
ELIGIBILITY	
PROFILE	
Prefix	Ms
Last Name	Hender
First Name	Marsha
Middle Name	B
Suffix	
Preferred Name	Marsha
Title	
Are you a City of San Antonio resident?	Yes
San Antonio Resident Length - Years	38
In which City Council District do you reside?	09
How many years have you lived in the City Council District where you reside?	28
Address Type?	Residence
Address	
City	San Antonio
State	TX
Zip	78232
Phone Type?	Business
Phone number	
Phone 2 Type?	Cell
Phone 2 number	
Address 2 Type?	Business
Address 2	PO Box 160518
City 2	San Antonio
State 2	TX
Zip 2	78280
eMail	
Employer	TerraFina Energy LLC
Job Title	CEO
Occupation	Energy Exploration
Board/Commission/Committee Name	Airport Advisory Commission~At Large~Business Community~01
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):	White/Non-Hispanic
Gender:	Female
Age:	65 to 74
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?	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.	The University of Houston, Bachelor of Science in Global Hospitality Leadership
Describe your Professional History & Certification designations (Current and historical).	VP Marketing-La Mansion Hotel Regional Marketing Director, OLS Management (The Plaza San Antonio Hotel) President Marketing CEO, TerraFina Energy LLC

Describe your Volunteer Experience & Community Service	Fiesta Commission, SA Livestock Show and Rodeo, Board with the No SA Chamber of COMmernce, Board with the Assn of the US Army, Daughter of the Republic of Texas, WEN (Women's Energy Network), Texas Energy Alliance, greater SATX and many more
Please provide a brief narrative outlining your reasons for seeking appointment to this board or commission:	I have been an active member of the Commission for a number of years and most recently served on the team to select the architectural team for the new airport terminal. I also serve as the group's secretary. I hope to continue my involvement through the construction of the new terminal.
APPLICATION SIGN OFF	
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.	
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 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.	Acknowledged
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	Marsha Hendler
Date of submission.	1/23/2023
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 Number.	No
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.	

# MARSHA B HENDLER

Marsha Hendler is the Founder and CEO of TerraFina Energy, a Texas independent oil company. Ms. Hendler founded TerraFina Energy in 2011. Ms. Hendler graduated from the University of Houston with a degree in Business Management, specializing in Global Hospitality Leadership. During the initial Eagle Ford boom in the early 2000's-she worked providing marketing services to many oil and gas companies. It was during this time she became enchanted with the energy sector and decided to move into the oil and gas industry becoming a licensed oil operator. Supported and encouraged by men who had long histories in the Texas oil patch, whom she lovingly refers to as her "Bubba's", she decided to become an O&G Operator. She has had success in her current operations and either owns or produces more than 35 wells at this time. She aims to become the largest and most profitable Woman-Owned Independent operator in Texas.

Ms. Hendler's business management skills transferred seamlessly to the oil patch, and she has worked to understand every aspect of the industry from drilling, completing, and workovers to land work and LOS settlements. Ms. Hendler has built a solid team to assist her in her current operations.

She is actively involved in many community events and councils in San Antonio, TX, including serving on several local Boards of Directors. This list includes the North San Antonio Chamber of Commerce and the Association for the United States Army. At the request of the Mayor of San Antonio and City Council, Ms. Hendler serves as a member of the City of San Antonio's Airport Advisory Commission. She has been an active member of the Texas Alliance of Energy Producers, the South Texas Wildcatters, and the South Texas Women's Energy Network. She is serving on the Energy Committee of the Dallas Federal Reserve and was invited to join greater:SATX, a regional economic partnership. Hendler was inducted into the Order of the Cascaron;

# MARSHA B HENDLER

the highest honor given to Fiesta volunteers and has served as an active member of the San Antonio Stock Show, Rodeo's International Committee, and the Wine Committee. She is a member of the Daughters of the Republic of Texas.

In November 2013, Hendler was inducted into the University of Houston's Hilton College of Global Hospitality Leadership distinguished alumni organization and is currently serving on the group's Executive Committee. In 2021 Ms. Hendler was chosen from more than 10,000 candidates to be a part of Forbes Magazine's inaugural Women 50 Over 50. She joined the group as they traveled to Abu Dhabi, UAE in March 2022 for International Women's Day. Forbes again invited her to New York in December as the 2023 group of honorees was announced and to again travel to Abu Dhabi in March 2023.



Other recent honors include Acquisitions International naming Marsha "Most Influential Oil and Gas Businesswoman for 2021, and in 2002 named her Female Oil and Gas CEO of the Year. ALLY honored her with a GRIT award for 2021, and The San Antonio Business Journal honored Marsha with their 2022 Women's Leadership Award.

<b>Airport Advisory Commission At Large Business Community</b>	<b>Application No: No: 20220718154432_12880</b>
ELIGIBILITY	
PROFILE	
Prefix	Mr
Last Name	Merlo
First Name	Juan Carlos
Middle Name	
Suffix	
Preferred Name	
Title	
Are you a City of San Antonio resident?	Yes
San Antonio Resident Length - Years	20
In which City Council District do you reside?	09
How many years have you lived in the City Council District where you reside?	20
Address Type?	Residence
Address	
City	San Antonio
State	TX
Zip	78258
Phone Type?	Cell
Phone number	
Phone 2 Type?	
Phone 2 number	
Address 2 Type?	Business
Address 2	3512 Paesanos Parkway Suite 100
City 2	SAN ANTONIO
State 2	TX
Zip 2	78248
eMail	
Employer	Global Insurance Group
Job Title	Vice President
Occupation	Insurance
Board/Commission/Committee Name	Airport Advisory Commission~At Large~Business Community~01
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):	Hispanic/Latino/a
Gender:	Male
Age:	25 to 34
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?	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.	BBA in Finance and Accounting from UT Austin McCombs School of Business Masters in Risk Management and Insurance from St. Johns University in NY.
Describe your Professional History & Certification designations (Current and historical).	Entrepreneur and long-time Insurance person, has been in my family for over 3 generations on both the agency and insurance company side. I hold the following



	designations from The Institutes (CPCU and ARM), a P and C license, and a Surplus lines License Many years running and selling software companies
Describe your Volunteer Experience & Community Service	Dedicated member of the community, currently serve on the Citizens Advisory Review Board (CARB) for the city of San Antonio in conjunction with the SAPD. Many volunteer projects and deepened efforts to connect with my community.
Please provide a brief narrative outlining your reasons for seeking appointment to this board or commission:	Fundamentally I have the understanding on the risk mitigation and management side for this board coupled with my private pilot license and love of aviation. I will be able to bring my Insurance knowledge acumen to the group as well as bring a younger and possibly distinct point of view than the rest of the board given my technology background Would like to be considered for this position
<b>APPLICATION SIGN-OFF</b>	
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	
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 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.	Acknowledged
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	Juan Carlos Merlo
Date of submission.	7/18/2022
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 Number.	No
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.	



**Juan Carlos Merlo** is a partner at Global Insurance Group where he manages a team of about 100 people across Mexico and US. He maintains many roles to include Underwriter, Broker and Manager. He completed high school at TMI (Texas Military Institute) in San Antonio and then studied finance and accounting in the McCombs school of business where he was elected to be the graduation speaker. He obtained his Masters in Insurance and Risk Management in NYC and started his job with Global Insurance Group. He is a director for the local Alamo CPCU chapter (Chartered Property Casualty Underwriter) and recently served on the SAPD's CARB (Citizen Advisory Review Board) in the internal affairs unit for 2022-23. Juan Carlos is a native Texan born and raised in San Antonio and is a VFR private pilot in his free time.

<b>Airport Advisory Commission At Large Business Community</b>	<b>Application No: No: 20230124085105_13373</b>
ELIGIBILITY	
PROFILE	
Prefix	Mr.
Last Name	Nash
First Name	Joshua
Middle Name	
Suffix	
Preferred Name	
Title	
Are you a City of San Antonio resident?	Yes
San Antonio Resident Length - Years	16
In which City Council District do you reside?	10
How many years have you lived in the City Council District where you reside?	05
Address Type?	Residence
Address	
City	San Antonio
State	TX
Zip	78259
Phone Type?	Cell
Phone number	
Phone 2 Type?	
Phone 2 number	
Address 2 Type?	Business
Address 2	111 W Houston St Suite 1901
City 2	San Antonio
State 2	TX
Zip 2	78205
eMail	
Employer	Ernst and Young
Job Title	Manager
Occupation	Consultant
Board/Commission/Committee Name	Airport Advisory Commission~At Large~Business Community~01
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):	White/Non-Hispanic
Gender:	Male
Age:	35 to 44
Do you identify as a sexual minority (such as lesbian, gay, bisexual, queer, etc.)?	Prefer not to Answer
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:	Woodview at Bulverde Creek Homeowners Association -- Director, Jan 2020 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.	Nash obtained his MBA from University of Texas Rio Grande Valley in Dec 2016. He majored in Information Technology from University of Phoenix in Jun 2012.
Describe your Professional History & Certification designations (Current and historical).	Nash is a Certified Fraud Examiner (CFE), a Certified Anti-Money Laundering Specialist (CAMS), Certified Scrum Product Owner (CSPO), Certified ScrumMaster (CSM), and is a Certified SAFe 5 Product Owner and Product Manager. Nash currently works as a consultant for Ernst and Young(EY) in San Antonio, where he specializes in financial crimes technology for financial institutions. Prior to his work at EY, he worked for USAA and JPMorgan Chase in San Antonio performing anti-money laundering (AML) technology work after graduating college. While in college, Nash worked for JPMorgan Chase as a financial crimes investigator.
Describe your Volunteer Experience & Community Service	Nash has volunteered in various initiatives throughout the city His ongoing volunteer work includes volunteer work with EY's College Mentoring Access for Program, working with Juniors and Seniors at Lanier High School in SAISD Nash also volunteers with Girls Who Code, a program supporting STEM outreach for girls looking to learn programming skills Nash also currently volunteers as the president of the Woodview at Bulverde Creek Homeowners Association, where he works with other community members to put on events for the benefit of the neighborhood. Nash has volunteered in the past with VITA SA, preparing free tax returns for residents of San Antonio -- and several years as a volunteer with the Boy Scouts of America.
Please provide a brief narrative outlining your reasons for seeking appointment to this board or commission:	I am a self-described aviation geek. My dad served in the United States Air Force, and then spent the early years of my life working for Boeing and Dee Howard in San Antonio. I'm an avid plane spotter and love taking my kids to air shows. I've begun to travel again for work, and spend a great deal of time traveling through the San Antonio Airport. I really love our airport -- even with its flaws -- and I want to be part of the exciting solutions in the works to improve our airport. I can fly out of Austin Bergstrom because it's often cheaper, however the experience and level of service I get at SAT is superior. I'm excited about the construction of a 3rd terminal at the airport, runway revisions in the future, and exploring ways to bring more direct and more cost-efficient flights to San Antonio. Big

	things are on the horizon, and I want to be part of them.
APPLICATION SIGN-OFF	
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.	
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 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.	Acknowledged
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	Joshua Nash
Date of submission.	1/24/2023
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 Number.	No
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.	





## **SUMMARY**

Seasoned, technology-focused financial crimes and project delivery expert with nearly 15 years of experience in the banking industry split between financial crimes technology implementation and frontline investigations. Comfortable presenting new ideas to audiences ranging from executive leadership down to front-line end users. Experienced in balancing a financial firm's need for compliance and risk mitigation with its desire to provide best-in-class financial products and services.

## **WORK EXPERIENCE**

### **FINANCIAL CRIME TECHNOLOGY CONSULTING MANAGER, ERNST & YOUNG; SAN ANTONIO, TX — NOV 2021 - PRESENT**

Manager for Financial Services Risk and Technology practice of Ernst & Young, LLC with a focus on advising clients and executing initiatives.

- Advised clients regarding procedural and technology best practices, improvements, or efficiencies to improve their ability to identify, mitigate, and report financial crimes committed by bad actors using the clients' products.
- Managed teams responsible for development and delivery to clients of financial crime technology solutions.
- Managed teams responsible for providing operational assistance to clients needing additional short-term resources to manage surges in volumes or backlogs.

### **DEVELOPMENT PRODUCT OWNER, USAA; SAN ANTONIO, TX — APR 2018 - NOV 2021**

Product owner, program manager, and project manager for the deployment and ongoing development and delivery of financial crime software solutions through technology lifecycle.

- Implemented Actimize ERCM / ActOne case management platform and required architecture.
- Implemented Actimize Customer Due Diligence (CDD) and Suspicious Activity Monitoring (SAM) transaction monitoring alert rules engines focusing on financial crimes such as:
  - Cash structuring
  - ATM cashouts
  - Government benefits / PPP loan fraud
  - Income tax fraud
  - Funnel accounts
  - Remote check deposit fraud
- Implemented Actimize Suspicious Transaction and Activity Reporting (STAR) module for transmission of Suspicious Activity Reports (SARs) to FinCEN.
- Implemented integration of other in-house financial crime technology platforms into Actimize.
- Developed application requirements, workflows, and permissions.
- Sourced data feeds for application, performed data mapping and ETL to make data usable for application.
- Developed and managed execution of test plans and test scripts for user acceptance testing (UAT) of application.
- Ongoing sustainment and implementation of updates to Actimize and legacy platform configuration.
- Prepared presentations and briefed executive leadership regarding objectives and milestones.

**VP / COMPLIANCE MANAGER, JPMORGAN CHASE; SAN ANTONIO, TX — DEC 2014 - APR 2018**

Global user acceptance testing and production support manager for Global Financial Crimes Compliance for implementation and sustainment of new financial crimes technologies and sunseting legacy financial crimes platforms. Built and supervised a team of four full-time testers and twelve testers borrowed from the investigations teams as needed.

- Implemented Actimize ERCM case management platform.
- Developed and managed execution of test plans and test scripts for UAT of financial crime technology applications.
- Developed and managed execution of test plans focused on unique data privacy requirements of domestic and international regulators including the US, Hong Kong, Singapore, Malaysia, China, Saudi Arabia, Switzerland, Mexico, Brazil, the UK, and EU.
- Evaluated business processes as part of UAT and made recommendations for system design or business process changes to improve efficiency.
- Developed production support portal connecting end users with SMEs for suggestions, support, and capture of metrics to identify trends and training opportunities.
- Developed quarterly satisfaction surveys to capture end user perceptions and sentiment regarding applications to develop metrics to inform department priorities, training opportunities, and communication strategy.
- Provided regular reports to senior management regarding testing status, active production incidents, or end user trends.
- Traveled to satellite offices to provide post go-live support and training to new users.avp / senior compliance officer, JPMorgan Chase; San Antonio, TX — oct 2013 - Dec 2014

Supervised a team nine financial crimes investigators.

- Reviewed case work and provided ongoing feedback and coaching to investigators.
- Reviewed and approved Suspicious Activity Report (SAR) filings for content, accuracy, and quality. Determined whether to terminate customer relationships based on findings.
- Developed reporting tools using SAP Business Objects to improve data utilized by management and investigators in identifying trends or enhancing individual investigations.
- Directed development and ongoing maintenance of a suite of macros for use in Microsoft Excel to aid investigators transaction analysis.
- Assisted in investigation of complex or escalated financial crimes cases.

**COMPLIANCE OFFICER, JPMORGAN CHASE; SAN ANTONIO, TX — NOV 2012 - OCT 2013**

Conducted complex and thorough customer and account investigations resulting in termination of customer relationships and filing of FinCEN SARs.

- Conducted customer and account investigations covering financial crimes such as:
  - Drug trafficking
  - Human trafficking
  - Terrorist financing
  - Medicare / Medicaid fraud
  - Income tax refund / synthetic identity fraud
  - Pyramid / Ponzi schemes
  - Securities pump-and-dump schemes
  - Pill mill schemes
  - Money laundering
- Interviewed customers, persons-of-interest, and suspects to gather intelligence for investigation and reporting.
- Performed link analysis using Palantir Gotham to uncover complex schemes and identify the true scope of larger financial crime operations.
- Subject matter expert (SME) for rollout of Palantir Gotham for use in the department, providing feedback to implementers and training to other end users.

**SENIOR FRAUD ANALYST, JPMORGAN CHASE; SAN ANTONIO, TX — MAY 2011 - OCT 2012**

Led team of four analysts responsible for reviewing high-risk ATM transactions, holding suspicious deposits, and blocking compromised debit cards.

- Conducted customer, account, and transactional analysis to identify and stop financial crimes such as:
  - ATM-deposited check fraud
  - ATM skimming cashouts
  - Fraudulent debit card point of sale transactions
  - and analyzing confirmed fraudulent debit card trends to identify if and where a merchant compromise or skimming device was used to capture the customer's card information.
- Developed debit card fraud rules to flag or block potentially fraudulent activity based on trends.
- Developed team of analysts that worked jointly with corporate security to identify skimming events and cashout events in real time
  - Used real-time debit card claims to identify potential card-plus-PIN compromises stemming from skimmed ATM
  - From claims information able to analyze common merchants or ATM terminals used by victims
  - For on-us ATMs, corporate security able to identify when skimmer was installed and removed and build a profile on the perpetrator for delivery to law enforcement for sting operations and prosecution.
  - Once skimmed ATM terminals, dates, and times known, able to engage rules proactively lowering limits on affected cards and sending replacements to impacted victims.
  - Resulted in dozens of arrests and reduced year-over-year losses to ATM skimming by nearly 75%.

**FRAUD PREVENTION SPECIALIST, WACHOVIA BANK; SAN ANTONIO, TX — OCT 2007 - APR 2010**

Individual contributor analyst focusing on detecting account takeover fraud during customer onboarding. Conducted customer and account review to identify and stop account takeover fraud occurring from:

- Social engineering
- Identity theft
- Provided counseling and support to victims to secure account and personal information.
- Conducted call monitors and quality audits.

**EXTRACURRICULAR INTERESTS**

**SPEAKER, ACFE GLOBAL FRAUD CONFERENCE; JUN 2021**

Researched and delivered presentation to several hundred fraud professionals regarding potential fraud and money laundering exploits found in video games and their secondary markets.

- 91% of surveyed attendees answered "Agree" or "Strongly Agree" to the question "I would like to see this speaker present again" in speaker evaluation provided by the ACFE.

**ADVISORY BOARD MEMBER, TECHNO SECURITY & DIGITAL FORENSICS CONFERENCE; JAN 2018 - DEC 2021**

Member of the Advisory Board of the Techno Security & Digital Forensics Conference for the San Antonio, TX and Denver, CO conferences. Responsible to review speaker applications and white papers to ensure the conference has meaningful and engaging content for attendees.

**VOLUNTEER INCOME TAX PREPARER; SAN ANTONIO, TX — OCT 2013 - DEC 2021**

Assisted low income families in the San Antonio area by providing free income tax return preparation. This helps ensure needy families have free local access to trained tax or financial professionals. Additionally, volunteer tax preparers help return money to families and communities by ensuring that those who qualify apply for and receive important tax credits.

## **PROFESSIONAL CERTIFICATIONS**

- Certified Fraud Examiner — Association of Certified Fraud Examiners (ACFE), Member #632888
- Certified Scrum Product Owner — Scrum Alliance
- Certified ScrumMaster — Scrum Alliance
- Certified SAFe 5 Practitioner — Scaled Agile, Inc
- Certified SAFe 5 Product Owner / Product Manager — Scaled Agile, Inc

## **EDUCATION**

- Master of Business Administration, University of Texas Rio Grand Valley, GPA 4.0; Edinburg, TX — Dec 2016
- Bachelor of Science in Information Technology, University of Phoenix, GPA 3.9; Phoenix, AZ — Jul 2012
- Associate of Arts in Business Administration, Axia College, GPA 3.91; San Antonio, TX — Jul 2009

## **LANGUAGES**

- English — Native reading, speaking
- Portuguese — Fluent reading, speaking
- Spanish — Proficient reading, conversant speaking

## **SYSTEMS**

Experienced using and or implementing the following applications:

- Actimize ERCM/SAM/CDD/STAR
- Adobe Connect
- Falcon Fraud Manager
- HP Application Lifecycle Manager
- JIRA
- Legacy mainframe (green screen) banking systems
- LexisNexis
- Mantas
- Microsoft Office
- Palantir Gotham
- Rally
- SAP Business Objects
- Tricentis qTest

<b>Airport Advisory Commission At Large Business Community</b>	<b>Application No: No: 20220711110555_12874</b>
ELIGIBILITY	
PROFILE	
Prefix	Mr
Last Name	Nuttall
First Name	Charles
Middle Name	Edward
Suffix	
Preferred Name	Charlie
Title	
Are you a City of San Antonio resident?	Yes
San Antonio Resident Length - Years	02
In which City Council District do you reside?	01
How many years have you lived in the City Council District where you reside?	02
Address Type?	Residence
Address	
City	San Antonio
State	TX
Zip	78212
Phone Type?	Cell
Phone number	
Phone 2 Type?	
Phone 2 number	
Address 2 Type?	Business
Address 2	12730 NW Military Hwy 101
City 2	San Antonio
State 2	TX
Zip 2	78231
eMail	
Employer	Delegate / Bubbys Jewish Soul Food
Job Title	Principal Solutions Manager / Co-Owner
Occupation	IT Consulting / Restaurant
Board/Commission/Committee Name	Airport Advisory Commission~At Large~Business Community~01
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):	White/Non-Hispanic
Gender:	Male
Age:	35 to 44
Do you identify as a sexual minority (such as lesbian, gay, bisexual, queer, etc.)?	Yes
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?	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	High School Diploma (Thousand Oaks High School, Thousand Oaks, CA, 2000-2004) 2 Years of University coursework (University of California, Santa Barbara, Santa Barbara, CA, 2004-2006) Web Development Immersive Certificate (General Assembly, San Francisco, CA, 2014)

<p>Describe your Professional History &amp; Certification designations (Current and historical).</p>	<p>Professional History 2021-Present - Bubby's Jewish Soul Food, Co-Owner 2021-Present - Delegate, Principal Solutions Manager 2019-2021 - CRM Superhero, Salesforce Consultant 2015-2019 - Surf Air, Information Technology Manager / Salesforce Administrator 2011-2013 - American Express, Travel Counselor 2007-2011 - Virgin America, Guest Services Teammate / Inflight Team Member 2006-2007 - Apple, Genius Concierge Certifications Salesforce Administrator Certification Professional Scrum Master I Certification Apple Certified Macintosh Technician ITIL Foundation Certificate in IT Service Management</p>
<p>Describe your Volunteer Experience &amp; Community Service</p>	<p>Jacqui Irwin for City Council Campaign Aide (Thousand Oaks, CA)</p>
<p>Please provide a brief narrative outlining your reasons for seeking appointment to this board or commission</p>	<p>As former resident of large metro areas with significant air service, as well as a former airline employee and travel professional, and an all around aviation enthusiast, I would love to play a part in shaping the direction of the San Antonio airport. I believe that the airport has so much potential and is headed in the right direction, and being able to use my expertise to help steer any changes would be an honor. As a local business owner, an increase of air service to San Antonio would benefit not only my business but countless other companies in the San Antonio area.</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 confidentiality of such information, and I hereby release the City of San Antonio, and its agents,</p>	<p>Acknowledged</p>

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	Charles Edward Nuttall
Date of submission.	7/11/2022
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 Number.	No
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.	





# CHARLIE NUTTALL

## Professional Profile

Salesforce Administrator and IT Professional with a strong mix of Technical, Business, and Communication skills.

## Contact

E-Mail  
Phone

## Experience

### Delegate

#### Principal Solutions Manager

April 2021 - Present

Designed and deployed new Salesforce instances, custom objects, data models, validation rules, flows, process automations, page layouts, and integrations to suit the needs of the client. Led meetings with and worked closely with key stakeholders to perform detailed analysis of business and technical requirements. Designed solutions by customizing standard and custom objects. Full migrations of data from various business systems to Salesforce. Connected Salesforce with additional sales and marketing systems such as Hubspot, Salesloft, Lean Data, Pardot, Tableau CRM, Slack, and GSuite. Created and maintained users, roles, profiles, and object/field level security. Used Data Loader and Excel to manipulate data. Used Agile methodologies to lead weekly sprints with clients. Assisted colleagues with technology and architecture related enquiries and troubleshooting.

### CRM Superhero

#### Salesforce Consultant

April 2019 – April 2021

Administered all factors of Salesforce in a multiple client consulting environment. Designed, setup, and maintained Salesforce standard, custom, and junction objects, while also structuring user roles, security profiles, and workflow rules. Developed reports and dashboards for clients to monitor sales and marketing processes. Performed user training sessions for clients to utilize new processes within Salesforce. Ensured data integrity through appropriate use of de-duping and import/export tools such as Data Loader. Developed process automation using Workflow Rules, Process Builder, and Flows. Recommended and implemented AppExchange apps when necessary. Utilized Sandboxes and Inbound/Outbound Change Sets for feature testing and deployment. Constant communication with clients to ensure prompt resolution of requests. Drove complex technical projects from the planning stage through execution. Liaised with external vendors for implementation projects.

### Surf Air

#### IT Manager / Salesforce Administrator

April 2015 – April 2019

Responsible for all aspects of Salesforce maintenance and upkeep. Created Salesforce reports and dashboards as was required by the business. Worked across departments to make sure Salesforce data accurate across the business. Responsible for the maintenance of IT technologies, hardware and software inventories and licenses, flight operations systems, telephony, and mobile device management. Led team responsible for GDPR implementation and compliance. Researched, negotiated, implemented, maintained, and administered company-wide initiatives, including Zendesk, Slack, and RingCentral. Liaised with accounting on contracts and billing.

### General Assembly

#### Full Stack Web Developer

December 2013 - April 2014

Intensive full-stack web development program. Designed and developed both individual and group projects. Managed projects using agile methodologies. Administered backend of projects using Ruby and PostgreSQL

### American Express

#### Travel Counselor

April 2011 - December 2013

Crafted memorable travel experiences. Remained flexible to manage both concerns of clients while supporting needs of my team. Assisted in on boarding, training, and mentoring new colleagues. Created and performed regional technology training. Implemented new processes to avoid negative impact to clients or the company. Supported my team with questions regarding systems and ticketing issues. Thought outside the box for new methods to better serve both the internal and external customers. Sought feedback from my leaders and peers on how to improve and develop my skills. Used training opportunities offered to develop my leadership skills. Resolved hardware and software technical issues on local and regional level.

## Skills

Certifications	Salesforce Certified Administrator (Certification number: 19844409), Salesforce Trailhead Ranger, ITIL Foundation, Apple Certified Mac Technician, Professional Scrum Master 1
Business Systems	Salesforce (Classic and Lightning), Pardot, Zendesk, RingCentral, JAMF, G Suite Administration, Slack, Zuora, DocuSign, Google Analytics, Microsoft Office Suite
Other	Amazon Web Services (Route 53), Heroku, Git, GitHub, Final Cut Pro, Adobe Photoshop, Agile

## Education

General Assembly Web Development Immersive, San Francisco  
University of California at Santa Barbara

December 2013 – April 2014  
September 2004 – August 2006

<b>Airport Advisory Commission At Large Business Community</b>	<b>Application No: No: 20230123184531_13369</b>
ELIGIBILITY	
PROFILE	
Prefix	Mr.
Last Name	Pulapaka
First Name	Srinivas
Middle Name	
Suffix	
Preferred Name	
Title	
Are you a City of San Antonio resident?	No
Address Type?	Residence
Address	
City	San Antonio
State	TX
Zip	78258
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	Eurofins Environmental North America
Job Title	Vice President
Occupation	
Board/Commission/Committee Name	Airport Advisory Commission~At Large~Business Community~01
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

Gender:	Male
Age:	55 to 64
Do you identify as a sexual minority (such as lesbian, gay, bisexual, queer, etc.)?	No
<b>QUESTIONS</b>	
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?	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.	Masters in Engineering from Texas Tech University Harvard Kennedy School (Digital Transformation in Government)
Describe your Professional History & Certification designations (Current and historical).	I utilize my broad and deep technology skills blended with years of leadership and management experience to deliver innovative business outcomes for result oriented organizations. A passionate advocate for customer experience, team work, servant leadership, diversity and innovation
Describe your Volunteer Experience & Community Service	
Please provide a brief narrative outlining your reasons for seeking appointment to this board or commission:	Corporate digital solutions and innovative airport technologies to

	enhance passenger and customer experience of more than 40 million passengers that use Dulles International airport, Reagan National Airport and the Dulles Toll road in Washington DC Served as the Director for Business Innovation Experience in making passenger connectivity tools and parking automation
APPLICATION SIGN-OFF	
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.	
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 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.	Acknowledged
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	Srinivas Pulapaka
Date of submission	1/23/2023
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 Number.	No
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.	

## SRINIVAS (SREE) PULAPAKA

### PROFILE

Leader | Learner | Listener | Doer | Driver

GovTech Top 25 CIO

### CONTACT

PHONE:

[REDACTED]

LinkedIn:

[REDACTED]

EMAIL:

[REDACTED]

### EDUCATION

Executive Education, Harvard Kennedy School: Digital Transformation (2020)

Masters (Engineering), Texas Tech University

### SKILLS

- Operations
- Product Management
- Technology Strategy/Delivery/Sales
- Enterprise Architecture
- Program Management
- Consulting

A humble, passionate, results driven technology executive with proven success. I am looking for an organization that is interested in leveraging my skills and experience to deliver results that make a difference in the world. Passionate about Technology, Humans and the process to enhance their mutual experiences.

### WORK EXPERIENCE

#### Vice President of IT (CIO)

Eurofins Environment Testing America  
Jan 2022 - Present

Lead IT to support the Environmental business unit across USA and Canada. Responsible for Implementations, Infrastructure & Operations, Application Development, cyber security, National Help Desk and 24x7 support. Manage a team of 150+ personnel in an M&A environment with a geographically distributed global team in the US, Thailand and Costa Rica.

#### Vice President and Chief Information Officer

San Antonio Water System (SAWS)  
August 2016 - January 2022

San Antonio Water System (SAWS) is a leading utility of the world servicing more than 1.5 million residents in America's 7<sup>th</sup> most populous city. Responsible for SAWS technology strategy, implementation and operations 24/7, including all aspects of systems administration, database administration, software and hardware, the storage area network disaster recovery, cyber security, network (LAN/WAN) and Internet services 24/7, IP Telephony, Call center systems, Interactive voice response systems, recording systems, digital radio systems. Service Desk, computer operations and bill printing services, ERP applications, mobile devices, IOT/SCADA and GIS Systems. Lead a team of approximately 150 professionals. Responsible for OPEX budget of more than \$25M/year and CAPEX of over \$150M.

Create, evangelize and implement a 5-year strategic roadmap to enable the digital transformation of the utility. Created new departments: Innovative systems, Enterprise Business Solutions, Enterprise Architecture, and Shared Services. Introduced agile methodologies, micro services architecture, DEVOPS, SaaS/Cloud (Azure) technologies to deliver mission critical innovative projects such as Bill payment portal and Salesforce Service cloud. Implemented strategic plan with a 0% increase of operational budget and 0% increase of headcount by realigning skill sets and reorganizing departmental resources to focus on objectives. Collaborate with the Executive Management Team to position IT within a recommended governance framework based on ITIL. Oversee cyber security for the utility within a NIST framework.

Key accomplishments include successfully executing on a master plan to standardize on Operational Technology (OT) platforms, major customer centric innovative portals for account management, enabling successful business continuity through the COVID pandemic, cloud strategy and roadmap execution, enterprise architecture, IT governance through portfolio management, performing the first Disaster Recovery and Business Continuity Planning exercise at the organization, a turnaround in customer service and satisfaction metrics, most importantly, fostering a culture of pride and motivation to create a highly effective team to deliver more than 100 business projects.

- 63% reduction of critical and high vulnerabilities since 2016
- 61% reduction of average resolution time since 2016
- 74% reduction of average hold time since 2016
- 5% favorable OPEX budget
- Realized \$5M savings through contract consolidations and renegotiations



## ENGAGEMENT

- Smart City CIO Panel
- Govtech Advisory Board
- Hackathon Judge
- SmartSA working group

## VERTICAL EXPERIENCE

- Utilities
- Government
- Education
- Retail
- Healthcare
- Media

## HORIZONTAL EXPERIENCE

- Consulting
- Presales
- Waterfall and Agile management
- Offshore and hybrid team management
- Architecture
- Vendor Management
- Governance

## MEDIA AND WEBSITES

<http://www.saws.org>

<http://www.flyreagan.com>

<http://www.flydulles.com>

<https://www.govtech.com/districts/videos/San-Antonio-Water-Becomes-More-Customer-Centric.html>

<https://www.youtube.com/watch?v=9T-w7YMTLZU>

### **Director, Enterprise Business Innovation**

Metropolitan Washington Airports Authority (MWAA)

June 2014 - August 2016

Corporate digital solutions and innovative airport technologies to enhance passenger and customer experience of more than 40 million passengers that use Dulles International airport, Reagan National Airport and the Dulles Toll Road in Washington DC. In a classic “change the tires of the car while moving” scenario, created the necessary technology, people and processes to deliver results in record time using product roadmap techniques and agile workflows while supporting legacy applications. A typical day initially included interviewing, hiring for a new department in 6 months, setting up the AWS cloud platform, strategizing on product roadmap, technical mentoring, vendor negotiations (multi million dollars) including international vendors, managing legacy stack and resources. Some key accomplishments are

- Delivered interactive websites and innovative products such as virtual airport navigation and interactive displays.
- Integrated concessions into display signage and navigation for revenue
- Introduced Analytics department to enhance revenue generation
- Provided roadmap for AWS cloud SAAS usage along with IOT devices
- Transitioned a complete department that is super critical to the functioning of the business from a 95% contractor-based model to an 80% in-house FTE model.

### **Director, Enterprise Business Intelligence**

Johns Hopkins University and Hospital, Baltimore MD

March 2012 - June 2014

Responsible for implementing enterprise business intelligence across a large, decentralized enterprise comprising 50,000 employees. Member of IT executive committee. Member of Hopkins clinical and research data trust subcommittee. Work with a diversified stakeholder community across a myriad of business units, funding streams and organizational units in a highly decentralized enterprise. Define and link BI business artifacts, workflows, and outcomes to the strategy. Identify and assemble the appropriate embedded resources from across the enterprise to establish the BI Center of Excellence structure. Promote the usage of data driven decisions, information visualization, and analytics. Present ideas at executive meetings on the establishment of data governance models to treat data as an asset.

Influencing without authority, collaborated with divisional IT spread across the vast organization to successfully introduce an enterprise analytics platform (Tableau) and an analytical framework for EPIC Cogito and SAP ERP data with S/4 HANA and BW.

### **Director, Data Management/Chief Data Architect**

Computer Sciences Corporation (CSC), Washington DC

February 2011 - March 2012

As the Chief Data Architect of a multi-year program for a federal government agency, responsible for data governance, architecture and management. Orient the group towards strategic enterprise architecture with standard processes and repeatable frameworks in CMMI level 3 environments. Designed Reference data management architecture and chaired Architecture Review Boards (ARB). Also responsible for the CAPEX and OPEX budget, project management, hiring and general success of a centralized multi-terabyte operational data repository.

### **Sr. Manager, Enterprise Data**

Arbitron (Now Nielsen), Columbia MD

April 2010 – February 2011

Managed on-shore and off-shore resources to deliver mission critical business intelligence for the media industry in the radio ratings industry. Managed a 24X7 Data warehouse support team with day support from onshore and night support from offshore-based teams.

## TECHNICAL SKILLS

AWS

Azure

Salesforce

ERP(SAP/Oracle/INFOR)

GIS and SCADA

Analytics and Data Warehouse (SQL/NOSQL)

Micro Services and API

Node.js, REACT, C/C++ and JavaScript

### Head, Enterprise Technology Solutions

WSSC, Laurel MD

June 2006 - April 2010

Responsible for leading portal-based web and mobile development, data warehousing, and corporate reporting, content and document management units for one of America's largest Water and Wastewater Utility servicing more than 1.6 Million residents with operating budget of about 0.5 Billion Dollars. Evangelize, design, implement and support an information management architecture that supports the more than 1500 employee organization's intense technology needs within SOA framework.

Responsible for overall success of mission critical business projects with team selection, formation, strategy and implementation of large-scale technology projects spanning multiple areas like data integration (SOA), business intelligence (SAP), data warehouse (ORACLE), document management. Created solutions and presented at International Conferences.

Member of the IT strategic team and the IT governance committee. Contributed to the efforts in creating continuity of operations plans as part of disaster recovery. Overall budgetary responsibility for the operations of the group.

### Senior Consultant

BusinessObjects (Now SAP)

July 2005 - June 2006, Washington DC

Provided strategic consulting, complete life cycle services leading a Data warehouse and Business Intelligence project for a Federal Government Agency (DOJ) in Washington DC.

### Managing Principal

Techneers Inc. Columbia MD

January 2002 – July 2005

Provided complete life cycle services, sales and project management in a professional services consulting organization. Managed offshore and onshore geographically disparate teams (Netherlands, Canada, US and India) with diverse functional experience. Responsible for general operations of the company as well as strategic direction. Managed the network and Systems operations including LAN/WAN setup, VOIP and Systems Support. Performed several analyses for customers including build Vs buy analysis, system auditing services as well as risk analysis and provide risk mitigation strategies

### Director Software Development and Business Intelligence

Light Industries Millersville MD

July 2000 - January 2002

Responsible for professional services in a Microsoft and COGNOS centric environment. Responsible for the budget, presales activities, sales consulting, P&L, EBITDA and the general operations of the group with an annual budget of \$2.5M.

### Various Staff level Positions (Engineer/Architect/Team Leader)

WR&A, AASHTO, Verizon, Invoce (Baltimore/Washington DC metro area)

April 1994 – July 2000

I started my career as an engineer with a prestigious 100-year-old firm in Baltimore. I was trained in engineering and designed mathematical models to run on computers. I then moved to an organization that enabled me to bridge the IT and engineering worlds. By 2000, after making the natural transition into business software development, I had worked my way through developer, senior developer, team lead, manager into a senior manager role working with startup companies later acquired by Verizon and Microsoft. I was the team lead to design and implement the first Underarmour.com e-commerce site and have a personal written recommendation from their CEO, Kevin Plank.



<b>Airport Advisory Commission At Large Business Community</b>	<b>Application No: No: 20230508100629_13838</b>
ELIGIBILITY	
PROFILE	
Prefix	Dr
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	36
In which City Council District do you reside?	01
How many years have you lived in the City Council District where you reside?	34
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	Texas A and M University San Antonio
Job Title	
Occupation	Marketing and Digital Transformation Consultant & Educator
Board/Commission/Committee Name	Airport Advisory Commission~At Large~Business Community~01
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

<p>Do you or any of your family members currently serve or in the past year served as an administrative aide to a Councilmember?</p>	<p>No</p>
<p>Do you currently serve in any elected or appointed public government office?</p>	<p>No</p>
<p>Are you a member and/or officer and/or employee of any boards, commissions, corporations, non-profit entities, agencies, or other entities?</p>	<p>No</p>
<p>Do you intend to seek election or appointment to any public office or board or commission in the foreseeable future?</p>	<p>No</p>
<p>Have you ever been hired for a position with the City of San Antonio?</p>	<p>No</p>
<p>Describe your Educational history.</p>	<p>I was born and raised in San Antonio, Texas and attended St. Marys Hall for highschool. 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</p>

in 2005 to pursue my MBA. While at 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 recently received my Doctor of Business Administration (DrBA) at the University of the Incarnate Word. I am also an Adjunct Professor of Marketing at Texas A and M University 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. Doctor of Business Administration (DrBA) May 2023 University of the Incarnate Word, San Antonio, TX Master of Business Administration (MBA)

	<p>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 (BBA)  December 2001 St. Marys University, San Antonio, TX  Major: Marketing and Management</p>
<p>Describe your Professional History &amp; Certification designations (Current and historical).</p>	<p>I am the Sr VP of Marketing at Prosperas, I FinTech startup out of South America that provides first time credit opportunities to underserved communities. I also serve as an Adjunct Professor of Marketing at Texas A and M San Antonio, AnalyticsTODAY Podcast co-host, non-profit Board Member. I have worked as a marketing and strategy executive in the corporate world with 15 years in the tech industry. I started my first company at 19 and have been an avid small business owner for over 20 years. Today, as an executive in both the corporate and startup worlds, I help corporate executives and struggling small businesses turn themselves around to profitability through data-driven strategies and digital transformation. My corporate experience spans the globe, where I have helped revive</p>

	<p>struggling businesses and helped grow ideas into successful enterprises. But while my career has afforded work away from home, I remain inspired by San Antonios future and have always found roots in San Antonio, where I focuses his time.</p> <p><b>RELEVANT PROFESSIONAL EXPERIENCE</b></p> <ul style="list-style-type: none"> <li>- Prosperas, Sr VP Marketing - Adobe, Digital Transformation Solutions Consultant (Fortune 100 Companies) - Left Brain Right Brain, Digital Marketing and Strategy Consultant (Key Customers: City ofSan 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 - Rackspace, Marketing Manager (Social Media, Demand Generation Marketing,Community Engagement Marketing)</li> </ul>
<p>Describe your Volunteer Experience &amp; Community Service</p>	<p>Outside of academia and business, I serve on numerous boards and committees. I am the incoming chair of the Board of Directors at the American Red</p>

	<p>Cross South and Central Texas and the San Antonio Hispanic Chamber of Commerce. I also was the immediate former Chair of the Small Business Advisory Commission and previously sat on the Airport Advisory Commission for the City of San Antonio. Previously on the annual SA-to-DC trip, I Chaired the Small Business Legislation Team by helping advocate for legislation that would benefit small businesses across the nation. I also am the Vice-Chair of the San Antonio Water System CEC, and several other boards and committees.</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</p>



	<p>believe in what I believe. 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. I believe that "One moment can change a day, one day can change a life, and one life can change the world."</p>
<p><b>APPLICATION SIGN-OFF</b></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</p>	<p>Acknowledged</p>

<p>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 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.</p>	
<p>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.</p>	<p>Acknowledged</p>
<p>Enter Your Name</p>	<p>Jeremy Roberts</p>
<p>Date of submission.</p>	<p>5/8/2023</p>
<p>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,</p>	

<p>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.</p>	
<p>I want the public to have access to my Home Address.</p>	<p>No</p>
<p>I want the public to have access to my Home Telephone Number.</p>	<p>No</p>
<p>I want the public to have access to my Social Security Number.</p>	<p>No</p>
<p>I want the public to have access to my Emergency Contact Information.</p>	<p>No</p>
<p>I want the public to have access to my Family Information.</p>	<p>No</p>
<p>Please attach any additional information, such as a current resume, using the Attachments panel at the bottom of this page.</p>	

## Curriculum Vitae

### **Jeremy Amshu Roberts, DrBA, MBA**

Marketing Executive/Adjunct Professor of Marketing/Servant Leader

#### **CONTACT INFORMATION**

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#### **EDUCATION**

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- DrBA**      Doctor of Business Administration  
Graduated: May 2023  
University of the Incarnate Word, San Antonio, TX, USA  
*Concentration: Business Administration*
- MBA**      Master of Business Administration  
Graduated: December 2006  
Tulane University, New Orleans, LA, USA  
*Concentration: Marketing and Management*  
*Activities & Societies: American Marketing Association, Finalist in the Freeman School Rebuilding New Orleans Contest*
- Fall 2005 (Attended while displaced during Hurricane Katrina)  
Boston University, Boston, MA, USA  
*Awards: Winner and Record Breaker of the 2005 Boston University PharmaSim Marketing Simulation Contest*
- BBA**      Bachelor of Business Administration  
Graduated: December 2001  
St. Mary's University, San Antonio, TX, USA  
*Major: Marketing and Management*  
*Activities & Societies: Lambda Chi Alpha International Fraternity, American Marketing Association, Ethical Debate Team*
- Diploma**      High School Diploma  
Graduated: May 1996  
St. Mary's Hall, San Antonio, TX, USA  
*Activities, Societies, & Awards: Centennial Citizenship Award, Community Service Award, Varsity Lacrosse, Varsity Soccer*

## PROFESSIONAL EXPERIENCE

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### **Prosperas**

2021 – Present

#### *Senior Vice President, Global Marketing*

Prosperas is a FinTech that provides mobile-based credit through apps and offers unserved and underserved communities with first-time credit. I am a consultant acting as the head of global marketing and am responsible for all aspects of marketing and sales enablement and oversees marketing strategies and efforts to strengthen the company's market position and achieve desired business goals. This includes product marketing, sales and marketing operations, branding and design, lead generation, and customer onboarding and retention. This role will execute in the trenches and provide the executive team with strategic leadership from a market and product perspective.

### **#AnalyticsTODAY Podcast**

2015 – Present

#### *Podcast Co-Host*

Co-hosted by Jeremy Roberts and Sameer Khan, #AnalyticsToday is a podcast focused on Big Data and Analytics and the latest trends in the digital world. This podcast has produced more than 50 episodes and has been downloaded more than 30,000 times worldwide. View my digital marketing & analytics podcast at <http://www.analyticstodaypodcast.com>.

### **Adobe**

2018 – 2023

#### *Senior Strategic Value Advisor*

Internal advisor to sales and consulting teams and external consultant to account sales teams that have difficulty closing customers. In 2022, I achieved \$2.3M in sales with an average ASV of \$300k per deal closed and collaborated with customer executives to support conversations around thought leadership, strategic solution advice, and expert consultation on value management to support customer co-innovation, digital transformation, and business process performance improvement. I delivered strategic recommendations and roadmaps aligned with and drove the customer's business goals while guiding them through their marketing and organization transformation based on Adobe best practices.

#### *Enterprise Solutions Consultant – Strategic Accounts (Healthcare & Life Sciences)*

I provided strategic technical support for the Healthcare team working with Adobe's Top 40 accounts. Helped our customers explore the path to digital transformation and how Adobe's products, solutions, and platforms can support their digital transformation efforts and help to empower their teams and achieve their overall digital-related goals. Lead technical sales cycles from discovery to commitment and into value realization. I led strategic solution conversations and technical demonstrations using tailored use cases throughout this cycle. In addition, I showed how the Adobe Experience Cloud could solve a breadth of business challenges and bring value to my customers.

#### *Solutions Consultant – Corporate*

I helped Fortune 500 and Fortune 100 companies explore the path to digital transformation. I helped them understand how Adobe's products, solutions, and platforms can benefit their digital transformation efforts and help to empower their teams and achieve their overall digital-related goals. Through strategic mapping, consulting, and education, I provided technical support, strategy, and expertise on the entirety of the Adobe Experience Cloud.

## **Left Brain + Right Brain**

2017 – 2022

### *CEO*

Left Brain + Right Brain is a strategic go-to-market consultancy that brings together the best talent in business development, strategy, digital marketing, and IT to empower local and international businesses seeking to penetrate new markets. We follow the principles of data, analytics, research, and digital transformation to build custom go-to-market solutions that drive timely, measurable, and realistic results for our clients. We believe in integrating science with art, numbers with facts, and quantitative with qualitative data to achieve success. Whether it is building out demand generation engines to drive new customers, launching a new product from 0 customers to its first 50 customers, or helping international companies penetrate the US market, we develop lean go-to-market plans to bring it all to fruition with ease.

## **Acxiom**

2016 – 2017

### *Director, Partnership Marketing*

Brought into Acxiom to build out and lead Marketing for the Partner Sales division at Acxiom, where my team is responsible for supporting the Partner Sales team, building strategic relationships with key partners, and driving growth in revenue for Acxiom's Tier 1 clients. Worked alongside sales executives to drive strategic planning, build relationships, build media, and content plans, and design GTM activities for clients and partners in the Americas, EMEA, and APAC.

I collaborated with the Partner's Marketing leadership to develop a phased GTM plan to drive brand awareness, top-of-the-funnel leads, pipeline growth, and bottom-line revenue. GTM plans included Search, paid media, print and media content creation, sales enablement, sales training, and events.

## **IBM**

2015 – 2016

### *Worldwide Lead, Product Marketing, Customer Analytics*

Responsible for the end-to-end go-to-market marketing strategy and execution of IBM's Customer Analytics portfolio (Tealeaf, UBX, Watson Customer Experience Analytics). This included content creation, content marketing, market intelligence, product positioning, product messaging, sales enablement, evangelism, and product launch.

During the First 6-months, I was asked to lead the launch of IBM's newest analytics API, Universal Behavior Exchange (UBX). Since the launch, I have led a team of worldwide Product Marketing Managers responsible for IBM's Marketing and Analytics Solutions portfolio across North America, EMEA, and APAC. In addition, to complement the launch of UBX, I developed and launched the UBX Business Partner joint-marketing program aimed at building joint PR, events, demand gen, content, and thought leadership.

I led the launch of the IBM Customer Experience Analytics portfolio. This includes go-to-market strategy, messaging, buyer journey and narrative, sales enablement, acquisition marketing, retention marketing, content strategy, and creation for a worldwide team.

Also, I developed the division's Thought Leadership Initiative to develop further and promote client outreach, product education, customer engagement, and evangelism. Led the IBM Competitive War Room for Marketing Analytics. Digital Analytics Association: Corporate Advisory Board Member. Designated external speaker for IBM, invited to and asked to speak at technology and marketing conferences and conventions.

## **Harland Clarke**

2013 – 2015

### *Senior Manager, Digital Marketing and Media*

Recruited by Harland Clarke to design, develop and grow innovative digital marketing capabilities through internal and client development for Harland Clarke's Fortune 500 clients, including Retail Channels, Private Label, and Direct markets product lines. Responsible for the client's complete marketing experience.

I built and managed a high-performance marketing team that oversaw 13 eCommerce brands across the division. Built demand gen engines and managed eCommerce for B2C brands simultaneously with a collective annual revenue of \$54M. Brands include Walmart, Sam's Club, Costco, Office Depot, Mary Kay, Intuit, and Rodan & Fields. In 2014, our team exceeded expectations by growing online marketing revenue (in a YoY declining market) by 20% while maintaining a profitable ROI and with a 10% decrease in the annual budget. This includes taking some brands out of the red for the first time in 5 years.

I built and managed a high-performance marketing team of experts, a company-shared service that oversees the tactical functions of the online marketing channels for 50 (internal and client) sites.

For each client, I used our CRM, Site Catalyst, Google Analytics, and customer data feeds to create a weekly KPI scorecard that helps me build a customer LTV report, customer SOW and market opportunity, and customer product usage analysis to determine how best to approach and grow each client. Then, I sell them by adding additional marketing channels, tools, and programs to help drive revenue.

Served as company digital marketing expert and internal and external marketing consultant. Asked to speak at conferences, events, and client presentations on potential partnerships and business development.

## **Rackspace**

2008 – 2013

### *Marketing Programs Manager – Social Media Marketing*

I was selected by management to pioneer Social Media Marketing at Rackspace, targeted explicitly at the engagement and conversion of Fortune 1000 Enterprise clients. My mission was to create awareness and engagement for Rackspace and elevate the voice of Promoters to build relationships that enable the lead-to-sales process through increased engagement and conversion.

Lead Social Marketing programs development for Rackspace. Subject matter expert for demand generation driven through social media platforms (Facebook, Twitter, LinkedIn, Google+, YouTube), specifically around building socially integrated marketing programs in new markets. The development includes market discovery and research, resource planning and building, program planning and development, execution of the program, program analytics, program integration with other departments, program training, and management.

I led the RFP and implementation process for a global social listening and engagements platform. I facilitated executive buy-in and integration of the platform with various internal teams. I also developed and trained internal subject matter experts across the company on utilizing the new platform for listening, reporting, and workflow management.



I developed and launched a social thought leadership program to battle the dominance of AWS in the cloud market space. Focus on utilizing the internal expertise and building exposure and syndication channels targeted on dominating key markets that define industry thought leadership.

Developed and led all social selling training and materials for the sales enablement program targeted at internal and external sales teams in the US and UK. This program seeks to enrich and empower sales reps by training them on the fundamentals of marketing and enabling them with the techniques to become self-sufficient. In addition, I developed quotas and goals around the programs to drive achievement and accountability. The program has been endorsed and supported by LinkedIn corporate offices.

#### *Marketing Programs Manager – Enterprise Marketing*

Manage day-to-day marketing programs concerning Rackspace's SMB and Enterprise Marketing efforts with P&L responsibility for programs from concept, creation, build, and analysis to growth. Work closely with Creative Agency, Channel Sales, Product, Product Marketing, Finance, Legal, and Sales to express the strategies and visions of the marketing department and its monthly campaigns and goals. This includes new program creation and development and campaign creation for demand generation programs for domestic and international markets.

Manage Rackspace Marketing Trade outs for Key Suppliers to Rackspace (e.g., F5, EMC, Brocade, Commvault, HP Symantec). Developed Co-Marketing and MDF Programs to further build Demand Gen opportunities with Technology and Solutions Partners (e.g., Dell, Microsoft, F5, EMC, VeriSign).

I developed the Rackspace expert educational series using online media placement and social media to promote better the Hosting industry and Rackspace services.

Grew hosted SharePoint from a \$0 product to a \$20M product in 3 years. I helped drive revenue through farming existing accounts, lead generation, and partner value add sales. Developed Regional Flooding local events series to increase prospect engagement from target markets with Rackspace and its product experts.

Led monthly rookie orientation program for all incoming Rackers for the marketing department.

Castle (Headquarters) official tour guide for Rackspace Briefing Center.

#### *Marketing Programs Manager – Demand Generation*

Oversaw external marketing initiatives for online, print, and search campaigns. For example, for Rackspace, I collaborate with vendors to create lead generation campaigns that help Rackspace maintain its position as the leader in hosting.

I managed a \$15m annual budget for all Demand Gen activities while exceeding month-over-month lead goal targets and reducing cost per lead by 30%.

Responsible for media planning, media buying, campaign development, campaign analytics, search engine optimization, search engine marketing, budget planning, and new lead generation opportunities, all within the realm of building optimized lead campaigns that



create month-over-month growth for Rackspace. Coordinated and managed all marketing trade-outs concerning research, negotiation, and contracts.

I managed online marketing efforts for domestic and international markets, including the United States, Hong Kong, Australia, Canada, and Latin America. In addition, I developed a testing saturation model for marketing channels to explore growth opportunities.

**Ninja Marketing Consultants**

2011 – 2015

*Head of Operations & Principal Consultant*

Ninja Marketing Consultants LLC is a Texas-based digital marketing company specializing in creating strategic online marketing programs for businesses working locally and across borders. We have 2 primary offices in San Antonio, TX, and Jeddah, Saudi Arabia. We focus on the digital marketing mix strategy to differentiate ourselves. In addition, our proprietary campaign attribution system provides maximum returns on online marketing investments.

**Fitlogic, Inc.**

2007

*Marketing Consultant*

Managed all marketing directives for this fashion technology start-up. Prepared sales materials of an intangible product, website restructuring, media planning and PR event coordination in local and national markets on a strategic and tactical level. Brought in as Marketing Consultant to assist in the growth of company and the increase in attractiveness to venture capitalists with the intent to take the company public.

Authored company marketing plan and media plan with budget of \$2.4 million annually. Negotiated marketing portion of licensing agreements to Gap and Ann Taylor.

Worked alongside Hothouse Brand Group (Li & Fung) to author brand platform and brand requirements for retailers through the company's licensing agreement. Platforms include website, advertising, PR, marketing materials, sales associate training manuals, and POS materials.

Developed and coordinated local grass roots multi-city tour while incorporating guerilla-marketing tactics to increase company and product awareness. Tours included television interviews, radio interviews, speaking engagements, in-store events, and invitation-only parties.

Developed online media planning for local and national markets through banner and sponsorship placements, participation in targeted consumer blogs and forums, viral video blasts, and dedicated email blasts.

Developed sales materials including presentations and collaterals for sales presentations to C-level executives of the targeted industries.

**Tulane University**

2006

*Student Worker*

Worked for Tulane University Post-Katrina as a Strategic Business Consultant for struggling and restructuring businesses in the Greater New Orleans Area. Developed and managed programs including all facets of marketing strategies, business planning, marketing materials and internal communications. Supervise teams of various sizes depending on the project,

bringing in subject-matter experts as needed. Manage projects with various clients, ensuring on-time completion. Worked alongside C-level executives to execute projects.

#### Client Highlights

Facilitated a client's successful debut of a retail outlet in the Mexican market with recommendations on target market, sales operations model, and GTM plan with 12-month outlook. Decreased initial startup cost by 50% through recommendations. Project duration was 12 months.

Helped telecom client maintain 70% market share after Hurricane Katrina. Recommendation included competitive threat research, new operation and service models, new product positioning and advertising strategy, and new price points. Project duration was 9 months.

Introduced a Doggy Day Care Facility concept to the local SPCA to increase annual revenues by 80%, reposition product and service offerings to improve local image and gain new clients, and generate more service grants from government subsidizing and donations. Project was initiated within 4 months of introduction to client.

#### **Cavalcade Productions**

2000 – 2004

*Director of Marketing/Owner*

Regional producer of music-themed special events and Latin, Rock, and Pop concerts. Managed events' operations and project life cycle, including contract negotiations, logistics, staffing, and marketing. Maintained relationships with talent agencies and sponsors. I supervised up to 50 people per event, mostly temporary help.

#### **Mundofut**

1997 – 2000

*Office Manager*

Independent wholesaler of athletic apparel and accessories primarily from Mexico to more than 500 retail stores in the United States with annual sales of \$4 million. Managed existing customers and created new accounts. Supervised 4 sales managers, setting sales goals and training to achieve targets. Maintained accounts receivable/payable for 500 stores and coordinated daily incoming/outgoing international shipments.

### **TEACHING EXPERIENCE**

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#### **Texas A&M University-San Antonio**

2016 – 2017/2020 – Present

*Adjunct Professor of Marketing*

MKTG 5369: Digital Marketing

*Graduate Course*

In this graduate-level course, MBA students will learn digital marketing as part of digital transformation. It will provide a framework for developing marketing strategies in digital environments and an understanding of where marketing acts as the driving force of the business. In addition, it will discover the intersection of tactical and strategic digital marketing and how to navigate the digital marketing world so that students are ready to take on any challenge.

MKTG 3311: Principles of Marketing

MKTG 3343: Digital Marketing

MKTG 3363: Social Media Marketing

### *Undergraduate Course*

Students will learn about the fundamentals of marketing, modern marketing concepts, components of a strategic marketing plan, basics of marketing channels, and the ethical use and responsibility of using social media. Students will gain a greater understanding of a career in marketing. Students will gain a greater understanding of a career in marketing and be ready to contribute on day 1.

**Northeast Lakeview College (b/o Texas A&M University-San Antonio)** 2022 – Present  
MKTG 3311: Principles of Marketing

### *Undergraduate Course*

Member of the pilot faculty team teaching Texas A&M University-San Antonio (TAMUSA) courses on the Northeast Lakeview College (NLC) campus to NLC students seeking their associate degree. This program would allow NLC students to take TAMUSA courses for transferable credit and help to motivate them to continue to TAMUSA to earn their four-year degree post associate degree.

**New Apprenticeship (formerly Digital Creative Institute)** 2015 – 2022

### *Instructor/Mentor/Advisor*

Since New Apprenticeship was founded in 2015, I have collaborated with the executive team to help develop and build courses for each incoming marketing apprentice cohort. I teach 3 courses: Bootcamp Presentation Pitch, Content Marketing & Lead Generation, and Digital Strategy.

**Launch San Antonio** 2018 – 2019

### *Marketing Instructor/Mentor*

I mentor startups, small business owners, and budding entrepreneurs on marketing strategies and tactics. In addition, I teach a free marketing roundtable series and help people with their marketing and business needs.

**Sanford-Brown College San Antonio** 2013 – 2014

### *Adjunct Professor of Marketing & Advertising*

I was recruited by Sanford-Brown College as an adjunct professor to teach marketing, branding, and advertising courses at the San Antonio campus. This fantastic opportunity allows me to take my passions beyond the workplace and into the classroom. Every week, I share my experiences with energetic and eager-to-learn students who want to learn real-world marketing and practices to prepare for the workplace on day 1. My classes included: Consumer Behavior, Social Media Marketing, Mobile Advertising, Business Marketing, Search Engine Marketing, and Search Engine Optimization.

## **RESEARCH & SCHOLARLY ACTIVITIES**

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Roberts, J., Lunsford, R. (2023). Reducing the Financial Inclusion Gap Through Digital Transformation. Global Conference on Business and Finance Proceedings, Volume 18, (Issue 1), Pages 127-133. <https://www.theibfr.com/wp-content/uploads/2022/12/ISSN-1941-9589-V18-N1-2023.pdf>

Roberts, J., Lunsford, R. (2021). *Adobes Role in Enabling Digital Transformation During the Pandemic*. AABRI Fall 2021 Virtual Conference Proceedings. Virtual Conference. <http://www.aabri.com/Virtual21F/F21VC011.html>

Ford, W., Lewis, A. C., Hurley, T., Fekrazad, A., **Roberts, J.**, Kahn, S., & Hurley, C. (2018). When to invite customers in your shoes: Empathy and motivation to review. Southwest Psychology Association Annual Conference, Houston, Texas.

Lewis, A. C., Ford, W., Hurley, T., Fekrazad, A., **Roberts, J.**, Kahn, S., & Hurley, C. (2018). Which lens to put on? Consumers' empathy response to online reviews. Southwest Psychology Association Annual Conference, Houston, Texas.

## **BOARD SERVICE / ADVISORY EXPERIENCE / PUBLIC SERVANT**

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### **City of San Antonio City Council Candidate** 2023

#### *Candidate for City Council – District 1*

Candidate for City Council for the City of San Antonio, representing District 1 in the May 2023 election. District 1 covers much of downtown San Antonio, including central and north central San Antonio and has approximately 137,000 residents. Of the 137,000 residents, 80,000 are registered to vote.

### **VIA Transit Community Council (VIA Metropolitan Transit)** 2021 – 2023

#### *Council Member*

#### *VIA Policy Sub-Committee Lead*

A committee member of VTCC, established by the VIA Board. I served as a transit ambassador and liaison to provide community feedback on several topics, including planning, potential growth, and community outreach. VTCC members represent frequent riders, civic organizations, the business community, neighborhoods and suburban cities, the armed forces, centers in education, and the hospitality and tourism industry.

### **SAWS Community Experience Committee (San Antonio Water System)** 2021 – Present

#### *Vice-Chair*

The Community Experience Committee (CEC) focuses on maintaining a constant dialogue with our neighbors by educating and seeking feedback from a diverse group of community-oriented individuals on a range of topics to improve the overall customer experience. With many opportunities to connect with customers online and in the community, it's more important than ever to ensure we meet customer expectations and even go above and beyond whenever possible.

### **San Antonio Hispanic Chamber of Commerce** 2020 – Present

#### *Board of Directors, Marketing, Membership, & Education Committees*

Member of the San Antonio Hispanic Chamber of Commerce Board of Directors.

#### *SA to DC Small Business Chair*

2022

#### *Leadership San Antonio*

Member of Class 37

2012

Steering Committee Member, Class 42

2017

### **American Red Cross – South and Central Texas Area** 2018 – Present

#### *Chair-Elect/Board of Directors*

Board Member of the South and Central Texas Area chapter of the American Red Cross, serving all counties from Laredo, TX, up through New Braunfels, TX, covering 13 counties in South and Central Texas.

**St. Anthony Catholic School** 2018 – Present

*Board of Directors*

Managing Board Member of the St. Anthony Catholic School, serving and supporting the marketing and development committee on all matters concerning fundraising, development, and overall school branding and marketing efforts.

**Northeast Lakeview College** 2019 – Present

*Social Media Marketing Advisory Committee Member*

I was selected to join an Advisory Committee for Northeast Lakeview College in developing and releasing a new Social Media Marketing degree. In addition, we are tasked with helping to identify the curriculum and courses necessary for a student earning the degree to be relevant and hireable upon graduation.

**City of San Antonio Airport Advisory Commission** 2022

*At Large Appointee*

The primary purpose of the AAC is to advise the City's Aviation Director on policies affecting the San Antonio International and Stinson Municipal Airports. In addition, Commissioners function as advocates for the San Antonio Airport System and encourage participation from the community, airlines, regulatory agencies, and other beneficiaries of air transportation in developing its Strategic Plan.

**City of San Antonio Small Business Advisory Commission (District 9)** 2021 – 2022

*Chair & District 9 Appointee*

The Small Business Advisory Commission was established on February 18, 2021, by Mayor Ron Nirenberg and City Council (Councilwoman Dr. Adriana Rocha Garcia) to review upcoming policies, regulations, and issues affecting small businesses outside of the SBEDA Ordinance, and provide recommendations to City staff, Mayor, and City Council.

**City of San Antonio Small Business Evaluation Committee** 2022

*Evaluation Committee Member*

The Small Business Evaluation Committee's purpose is to review, evaluate, and consider all ARPA-funded RFPs specific to small business RFPs through the City of San Antonio.

**The Leukemia & Lymphoma Society** 2021 – 2022

*2022 Students of the Year Leadership Team*

As a member of the Leadership Team, my role is to continue the success and growth of the Students of the Year campaign by securing and supporting a potential 30 high-impact candidates to meet and exceed the revenue budget and fundraising goals.

**Hill Country Rover Rally** 2015 – 2021

*Co-Founder & Board member*

Hill Country Rover Rally is an annual nonprofit off-road event created independently by Land Rover enthusiasts across South and Central Texas. Our goal is to host an inexpensive Rovering event that is fun for family and friends, where Rover fanatics can enjoy off-roading and comradery in a safe and controlled environment. Hill Country Rover Rally is an independently owned 501C3 nonprofit organization not affiliated with Land Rover. In 2019, this event became North America's largest Land Rover off-road event.

**SXSW EDU 2020** 2020

*Mentor/Advisor*

I was selected as an education, digital marketing, and digital career mentor and advisor for businesses and students attending and participating in SXSW EDU 2020.

**Ron Nirenberg 2017 Mayoral Election** 2017

*Campaign Advisor – Online Marketing & Community Outreach*

Before running for Mayor, I advised Ron Nirenberg on his San Antonio District 8 City Council campaign. I again advised him during his 2017 mayoral election campaign that he won. I focused on branding, positioning, and digital marketing usage to support his campaign.

**Julian Castro 2009 Mayoral Election** 2008

*Campaign Advisor – Online Marketing & Community Outreach*

I advised Julian Castro during his 2009 mayoral election campaign that he won. I focused on his go-to-market strategy for his online campaign and community outreach using online marketing channels. Julian Castro was Mayor of San Antonio from 2009 to 2014. In 2014, he was appointed as the US Secretary of Housing and Urban Development. He also is a Presidential candidate for the 2020 Presidential elections.

**Diversity and Inclusion Committee Member** 2013 – 2015

*Harland Clarke*

**Diversity and Inclusion Committee Founding Member** 2010 – 2013

*Rackspace*

**Exhibits & Education Committee Member** 2014

*Witte Museum*

## **AWARDS & ACKNOWLEDGMENTS**

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2022 San Antonio Hispanic Chamber of Commerce – Small Business Innovator of the Year Award

2022 Amazing Adjunct Spring 2022 for Texas A&M University-San Antonio

2022 American Red Cross Contribution of 120+ volunteer service hours as a Board Member, Mission Committee Chair, Community Volunteer Leader, and Disaster Relief Operation Volunteer

2021 Adobe Community Leader Award

2020 Addy Awards: Bronze & Silver for “What Will It Take” COVID-19 Prevention Campaign

2019 Addy Awards: Gold for Best Website for VisitSanAntonio.com

2019 Addy Awards: Gold for Best Overall Interactive for VisitSanAntonio.com

## **PROFESSIONAL SPEAKING & ADVOCACY**

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I have spoken at dozens of conferences, customer events, and partner events over the past 20 years with audiences of up to 500. My typical focus areas are digital marketing, MarTech, data, analytics, demand generation, marketing strategy, and social media. Listed are notable events that I have participated in. In addition, I have also spoken as a representative of city public services and the City of San Antonio on various topics, including nonprofits, small businesses, economic development, and growth.

**34<sup>th</sup> Global Conference on Business & Finance (GCBF Hawaii)**

*Reducing the Financial Inclusion Gap through Digital Transformation*

*Presenter*

Virtual

**1<sup>st</sup> Ibero-American Summit on Business Innovation and Sustainability**

*Evolution of Marketing and Technology to Enhance Business*

*Presenter*

Bogota, Colombia

**American Red Cross Hurricane Ian Telethon 2022**

*KSAT 12 On-Air Spokesperson*

San Antonio, TX

**American Red Cross Hurricane Fiona Telethon 2022**

*KSAT 12 On-Air Spokesperson*

San Antonio, TX

**SMBWorld 2022**

*Six Pillar Framework for Enabling Digital Transformation*

*Presenter*

Remote, TX

**AABRI Fall 2021 Virtual Conference**

*Adobe's Role in Enabling Digital Transformation During the Pandemic*

*Presenter*

<http://www.aabri.com/Virtual21F/F21VC011.html>

Virtual

**UWIBC Annual Conference 2021: Six Pillars of Digital Transformation Needed to Endure the Pandemic**

*Presenter*

Link to view the event: [https://youtu.be/DQWHNBaC\\_s](https://youtu.be/DQWHNBaC_s)

Remote, TX

**Adobe Experience Cloud: Changing the World Through Digital Experiences 2021**

*Presenter*

<https://aem-solutions-q4.dxfieldmarketing.adobeevents.com/sep2/>

Remote, TX

**American Red Cross Quad State Tornadoes Telethon 2021**

*KSAT 12 On-Air Spokesperson*

San Antonio, TX



**American Red Cross Hurricane Ida Telethon 2021**

*KSAT 12 On-Air Spokesperson*

San Antonio, TX

**American Red Cross Tropical Depression Imelda Telethon 2019**

*KSAT 12 On-Air Spokesperson*

San Antonio, TX

**American Red Cross Hurricane Barry Telethon 2019**

*KSAT 12 On-Air Spokesperson*

San Antonio, TX

**The Impact of Data Analytics in the World of Marketing (McGill Data Network) 2021**

*Panel Moderator*

Link to view the event: <https://www.youtube.com/watch?v=SlccKC9vXz4>

Remote, TX

**MDX 2019**

*Presentation Title: 3 Keys to Building a Strong Marketing Ecosystem – Marketing Technology, Marketing Practices, Team Innovation*

Austin, TX

**American Red Cross Hurricane Michael Telethon 2018**

*KSAT 12 On-Air Spokesperson*

San Antonio, TX

**MDX 2018**

*Presentation Title: 3 Critical Capabilities to Support the Customer Journey & Personalization 2018*

Austin, TX

**MarTech Conference 2017**

*Presentation Title: Marketing in the Open Garden – Connecting your marketing ecosystem at the data layer*

Link to View Speaking Session: <https://vimeo.com/218846038>

San Francisco, CA

**MarTech Conference 2016**

*Presentation Title: The Fragmented Marketing Ecosystem*

The Presentation was Featured in Forbes

*Five Marketing Lessons from MarTech 2016: Where Marketing And Technology Collide*

Link to Article: <https://www.forbes.com/sites/shephyken/2016/03/26/five-marketing-lessons-from-martech-2016-where-marketing-and-technology-collide/#4f7d050f251b>

San Francisco, CA

**Gartner IT Symposium 2016**

*Presentation Title: The Fragmented Marketing Ecosystem*

Orlando, FL



**Digital Summit – Atlanta 2016**

*Presentation Title: The Fragmented Marketing Ecosystem*  
Atlanta, GA

**Digital Summit – Dallas 2016**

*Presentation Title: Digital Marketing – It's about evolution, not revolution*  
Dallas, TX

**Digital Summit – Minneapolis 2016**

*Presentation Title: Digital Marketing – It's about evolution, not revolution*

Link to View Speaking Session: <https://slideslive.com/38897745/digital-marketing-its-about-evolution-not-revolution>

Minneapolis, MN

**IBM Amplify 2016**

*Presentation Title: The Fragmented Marketing Ecosystem – Integrating Customer Experience with Data and Analytics*  
Tampa, FL

**Customer Experience for Financial Services (CXFS) 2016**

*Master of Ceremonies*  
New Orleans, LA

**Dreamforce 2012**

*Presentation Title: Social Sales Revolution*  
San Francisco, CA

Contents of Curriculum Vitae are current as of May 6, 2023

<b>Airport Advisory Commission At Large Business Community</b>	<b>Application No: No: 20230124085040_13372</b>
ELIGIBILITY	
PROFILE	
Prefix	Ms.
Last Name	Schweers
First Name	MaryAnne
Middle Name	
Suffix	
Preferred Name	MaryAnne
Title	
Are you a City of San Antonio resident?	Yes
San Antonio Resident Length - Years	02
In which City Council District do you reside?	10
How many years have you lived in the City Council District where you reside?	02
Address Type?	Residence
Address	
City	San Antonio
State	TX
Zip	78209
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	78209
eMail	
Employer	PLC Strategies, LLC
Job Title	Founder and CEO
Occupation	Marketing Stategiest
Board/Commission/Committee Name	Airport Advisory Commission~At Large~Business Community~01
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):	White/Non-Hispanic
Gender:	Female
Age:	45 to 54
Do you identify as a sexual minority (such as lesbian, gay, bisexual, queer, etc.)?	No
<b>QUESTIONS</b>	
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:	LPGA - Amateurs - San Antonio Chapter - Board Member University of the Incarnate Word - Vice President Alumni Board
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.	I have an MBA and an BBA from the University of the Incarnate Word.
Describe your Professional History & Certification designations (Current and historical).	I have over 20 years of experience working in corporate (marketing and IT) as well as working in professional services (management consulting). I have worked with some of the world's biggest brands: American Airlines, Greyhound, MV Transportation, Harley Davidson, Kraft Foods, Kellogg's, British Petroleum, Beckton Dickinson, as well as the Department of Defense. I spent a good portion of those 20 years working all over the world and was ready to return to my hometown of San Antonio and contribute to the local economy.
Describe your Volunteer Experience & Community Service	When I initially lived in San Antonio, I volunteered with the American Red Cross as well as with the Food Bank serving on their advisory board for marketing and communications. In Dallas, I was on the board for the Dallas Area Council on Alcohol and Drug Abuse as well as the EC Institute and the Meridian Project out of Washington DC. Since returning to SA, I have been involved with the UIW alumni board as well as the LPGA Amateurs.
Please provide a brief narrative outlining your reasons for seeking appointment to this board or commission:	I live near the flight line off of Country Lane and Nacogdoches and want to be involved with the airport advisory commission to help evaluate options for expanding the airport. I feel strongly that we need to figure out as a city what we need to do to have more direct flights out of SA International Airport and at more affordable prices. I love being so close to the airport for when I need to travel for work. Of course I am also sensitive to the noise associated with increased flights especially related to the cargo planes and their odd hours of flight. In addition, airport services are also a factor in how visitors view our city with services available, traffic, parking, flow of people and luggage and ease of using our airport facilities. And I am excited that SA and the I35 corridor only continue to grow and draw businesses from around the world. And along with that growth, needs to come ideas on how SA contends with visitors and increased air traffic due to the number of people relocating to our fair city and further afield. When I lived in Dallas, people would often ask me what I liked about living in Dallas and I would respond DFW. Not because of the airport per say but I could escape to someplace else more aesthetically pleasing. San Antonio with the Hill Country is a beautiful place to live and we need to make it place where people come to work as well.

APPLICATION SIGN-OFF	
<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 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.</p>	Acknowledged
<p>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.</p>	Acknowledged
Enter Your Name	MaryAnne Schweers
Date of submission.	1/24/2023
<p>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</p>	

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 Number.	No
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.	

# MARYANNE SCHWEERS

## **PROFESSIONAL SUMMARY**

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I help CMO's get products to market faster by connecting them with the right technology and the right people, at the right time. With more than 20 years of experience working in marketing and technology, I bring a unique perspective, serving as the "interpreter" between marketing and IT. I have extensive experience leading corporate marketing as well as corporate IT, and leading highly complex IT and marketing projects.

## **PROFESSIONAL EXPERIENCE**

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PLC Strategies, LLC Jan 2023 - Current  
**Founder & CEO**

I created my company to help clients achieve their product marketing goals reviewing product roadmaps, determining internal capabilities, and creating a go to market (GTM) and delivery strategy using either software development lifecycle (SDLC) or AI to get products to market quicker and more efficiently.

Nicklaus Brown & Company, a PE Firm Jan 2021 - Jan 2023  
**Director of Account Management – NearShore Technology**

- Responsible for managing key corporate accounts such as Beckton Dickinson (BD), MedImpact, Online Med Ed, Realty Austin, and Purpose Financial. Responsibilities include managing the relationship, and exploring new opportunities within the accounts to increase revenues and expand the service offerings.
- Provided council to Realty Austin as they transitioned their IT services from an Offshore vendor to a NearShore provider.
- Retain and manage key accounts with a combined value of \$4.5MM in annual revenues. Each account contains anywhere from 5-15 individual projects in flight. I am responsible for managing the relationship along with, negotiating terms, and managing the contracting processes for extensions, renewals, and the addition of new projects or resources.
- Member of the executive team tasked with helping to drive the business to a more project-based services organization vs staff augmentation.
- Created the go-to-market strategy for positioning companies in the Nicklaus Brown portfolio as a leader in software development.

### **Director of Global Alliances – NearShore Technology, Mura Software, Blueriver**

- Created the processes and go-to-market strategies for a new Global Alliances Program and sales channel across three of the technology companies in the portfolio.
- Worked with legacy users and agencies to convert them to the Global Alliances channel at Mura Software as Mura CMS was moved from Open Source to a Proprietary Platform.
- Established channels with technology partners such as Microsoft & Amazon Web Services.

Sogeti, a Capgemini Company, Dallas, TX Jan 2019 – Oct 2020  
**Senior Manager, Applications and Cloud Technologies**

- Led Greyhound's California Consumer Privacy Act (CCPA) initiative which included launching their new privacy policy in multiple languages to 14 + websites, and provided oversight to the creation of a new internal process flow for managing privacy requests from consumers interested in learning more about what personal information was retained or requesting that their information be deleted from the various Greyhound systems.
- Served as the Senior Program Manager for Sandvik's US divestment of its Oil & Gas entity. Created the plan for separating out all IT related systems for Varel's Mining operations and processes and standing up a new entity in Azure. IT systems included: SAP, O365, TEAMS replacing Skype for Business, numerous bespoke applications, ANSYS and other Engineering, PLM and CAD systems. Ran the effort to stand up a

new server room and the corresponding infrastructure. Managed the IT work stream, change management activities and coordinated with the other related work streams at Varel as well as Sandvik's M&A team based in Sweden. Created the communications plan and facilitated the change management activities as the employees were separated between the two legal entities and transitioned systems and processes to Sandvik and the Mining division. Project budget \$3MM.

PLC Strategies, LLC, Dallas, TX

June 2015 – Dec 2018

**Managing Partner**

- Served as the Program Manager at MV Transportation for an Infor ERP Financial Upgrade with the implementation of Global HR, Talent Acquisition and Work Force Management due to ongoing Dept of Labor regulatory disputes. Served as the program manager for all modules as well as managed all communications and change management across 19K employees in the US and Canada. Project budget \$2MM.
- Consulted with MV Transportation on establishing a PMO and successfully deployed Concur's Expense Management solution across 19K employees.
- Senior Project Manager on contract with Greyhound corporation. Projects included: Dept of Justice compliance saving company from a \$20MM sanction, replacement of mission critical revenue reporting system using Software AG's ESB and Master Data Management applications project budget \$1.8MM, and the replacement of Kronos timekeeping system with ADP valued at \$250K. Requirements gathering effort to determine AS IS and determine TO BE to replace a legacy financial reporting system originally written in Sybase and Power Builder. Built out the team of 21 resources across four consulting firms: Cognizant, Software AG, Nuedesic and Sogeti and managed the program to completion.
- Worked with Greyhound IT PMO leadership on improving PMO performance and instilling best practices on running large enterprise wide projects and replacing legacy systems which were considered mission-critical.

GIMMAL GROUP, Dallas, Texas

2014 – June 2015

**Director**

- Senior Project Manager for an information governance and corporate portal project utilizing SharePoint 2013 for Madison Gas & Electric. Generated functional and technical requirements for the portal including: the layout, design, usability, integration to existing systems, content plans, and change management plans. Project budget \$500K.
- Served as the Senior Project Manager and SME on a project with BP Legal to create a master global retention schedule and related policies and procedures for managing information - electronic and physical records enterprise-wide. Project budget \$750K.
- Led the document management strategy work stream for the Harley Davison Records and Information Governance program. Project involved evaluating current state with resulting future state recommendations while building out the functional requirements. Project budget \$200K.

INFOSYS LIMITED, Dallas, Texas

2010 – 2014

**Principal**

- Project Manager for a large records management migration effort for BP Alaska. Migrating two major systems with over 2 TB of data into one instance of SharePoint 2010 for records management. Project budget \$2.5MM.
- Masterminded a new online tool to improve delivery of raw log data and provide visibility into the performance of vendors with key metrics for new well delivery and existing wells for BP Alaska. Project budget \$500K. Consulted with various teams to better understand the problem, processes, systems interfaced, data to create a new dashboard tool to better grade their vendors providing core sample testing and analysis of possible well sites.
- Served as the Project Manager leading the pilot effort for BP to migrate all existing document management systems onto SharePoint 2010. Generated in-depth requirements for AS IS environments while determining the pathway forward using Microsofts newest Records Management solution. Successfully migrated Documentum to SharePoint 2010 within 12 months. Also served as the trainer, change management and corporate communications and managed technical teams both onshore and offshore to ensure delivery and customer satisfaction. Project budget \$3.0MM.



- Project Manager for generating the long term IT strategy for BP Canada related to the subsurface organization. Worked with BP geologists, petro geologists, to document current processes and determine improved metrics and processes.
- Generated the go-to-market strategy for the Kraft foods internal digital marketing team. Digital marketing was having issues resonating with the various marketing organizations across Kraft and their various agency partners.
- Served as the lead on change management for Kellogg's SharePoint 2010 Intranet development project.

**Additional Experience**

QSR ANALYTICS, Dallas, Texas	Managing Partner	2008 - 2010
HYPHEN SOLUTIONS, Dallas, Texas	Director of Marketing	2005 - 2008
NCH CORPORATION, Irving, Texas	Director of International Marketing	2001 - 2005
STONEBRIDGE TECHNOLOGIES, Dallas, Texas	Principle Consultant	1999 - 2001
CACI INTERNATIONAL, INC., San Antonio, Texas	Senior Analyst	1993 - 1999

**EDUCATION**

THE UNIVERSITY OF THE INCARNATE WORD, San Antonio, Texas  
*MBA, Management and MIS*  
*BBA, Marketing*

**VOLUNTEER**

Ladies Professional Golf Association (LPGA – San Antonio Chapter) – Board of Directors  
 The University of the Incarnate Word – Alumni Association – Board of Directors  
 World Affairs Council – Member  
 HIMSS - Member

<b>Airport Advisory Commission At Large Business Community</b>	<b>Application No: No: 20220620201927_12822</b>
ELIGIBILITY	
PROFILE	
Prefix	Mr.
Last Name	Vasquez
First Name	Roland
Middle Name	Richard
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?	01
Address Type?	Residence
Address	
City	San Antonio
State	TX
Zip	78232
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	78232
eMail	
Employer	
Job Title	
Occupation	
Board/Commission/Committee Name	Airport Advisory Commission~At Large~Business Community~01

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):	Hispanic/Latino/a
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?	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.	Currently pursuing a Master's in Human Resource Development through Webster University. Completed a Bachelor's in Aeronautics through Embry-Riddle Aeronautical University.
Describe your Professional History & Certification designations (Current and historical).	See attached Resume.
Describe your Volunteer Experience & Community Service	Youth Pastor, Bandera Road City Church.
Please provide a brief narrative outlining your reasons for seeking	I believe that my diverse

appointment to this board or commission	background can be of service to this board. I am a teacher, coach, and speaker looking to assist the San Antonio Aviation Community.
<b>APPLICATION SIGN-OFF</b>	
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	
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 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.	Acknowledged
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	Roland R Vasquez
Date of submission	6/20/2022
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 Number	No
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.	

# Roland R. Vasquez

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Master's in Human Resource Development, I/W  
Maxwell Leadership Coach and Speaker

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## Professional Summary

Accomplished leader with 14+ years of leadership experience supervising aircraft MRO operations, customer relations, and talent acquisition. During my leadership tenure, I completed a Bachelor degree, three Associate Degrees, and currently pursuing a Master Degree in Human Resource Development. Skilled in building and maintaining relationships with internal and external clients. I have extensive knowledge in implementation of projects, goals, policies, and procedures. I have a record of being a change agent emphasizing in personnel/employee growth and development through mentoring and goal setting.

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## Experience

### **BGS Operational Excellence Lean Practitioner (2022 – Current)**

The Boeing Company – San Antonio, Texas.

Coach and facilitate workshop teams in quantitative and qualitative methods within the scope of the projects, utilizing Lean and Six Sigma tools. Worked with Project Sponsors, Managers, and Lean Practitioners to develop high level strategies for resolving issues and roadblocks. Provides technical direction in project management, team building, facilitation, and process improvement.

### **BGS Operations Manager (2021 – 2022)**

The Boeing Company – San Antonio, Texas.

Leads performance of San Antonio Manufacturing Center's diverse team of structural technicians. Extensive knowledge in leadership and aircraft MRO to include managing daily operations as well as first-time quality. Communicator who knows how to enhance employee awareness and clarify expectations. Performs mentoring of fellow Boeing personnel with growth and development of mentee and company needs in mind. Coached and mentored peers in career management initiatives. Interviewed and performed hiring of workforce. Lead teams to be Effective (Do Things Right) and Efficient (Do the Right Things).

### **BGS Structural Instructor (2020 – 2021)**

The Boeing Company – San Antonio, Texas.

Designed, built, and maintained new training center to accommodate structural technician training per aviation industry ergonomic standards. Conducts coaching and analysis of new and existing employees to support program specific functions. Performed assessments of over 1,000 structural technicians to survey viability to program needs. Trained personnel to excel and exceed industry quality standards. Extensive working knowledge and advocate of the Learning Together Program teaching others the benefits of continued education.

### **Aircraft Recovery and Delivery Supervisor (2019 – 2020)**

Launch Technical Workforce Solutions – San Antonio, Texas.

Assist the Boeing Company in the FAA re-certification process of the Boeing 737-MAX. Supervised teams in performing aircraft inspections, rework, and scheduled maintenance. Ensured that technicians are trained and certified to perform task assigned to them. Experienced in managing

teams in troubleshooting, maintenance and repair, operational checks, and aircraft delivery. Scheduled operations to complete a max workload in a fast pace environment.

### **Defense Space & Security Leader (2009 – 2018)**

The Boeing Company – San Antonio, Texas.

Supervised and directed teams in maintenance of numerous aircraft to align with company objectives. Performed safety audits, root cause analysis, and auditing of manufacturing processes to leverage complexities and seek opportunities for improvement. Built and maintained relationships with internal and external customers, suppliers, engineering, and management. Led and Engaged in Employee Involvement by taking on many roles and functions to motivate and inspire employees. Extensive knowledge with the Boeing Tier Process and briefing all associated parties.

Supervised the maintenance, operational testing, and delivery of the C17 platform while staying under budget and completing ahead of schedule. Assisted in major and minor repairs to aircraft assemblies and sub-assemblies. Supervised the maintenance, operational checks, closures, and flight line operations to deliver aircraft to our USAF customers. Collected, analyzed, and displayed data using data analytics software to include Microsoft Office Suites.

### **Global Service & Support Supervisor, Safety Supervisor (2007 – 2009)**

North American Aircraft Services – San Antonio, Texas/North Charleston, South Carolina.

Oversaw and supervised the daily maintenance and modification of aircraft to a correct configuration and specification compliance. Prioritized and scheduled work packages to meet aircraft delivery dates, set milestones, and long-term objectives. Trained and directed team members on policies and procedures to ensure compliance with company and industry standards. Managed timekeeping throughout various shifts. Inspired employees to meet personal and company goals, while promoting a diverse and ethical work environment.

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### **Volunteer**

- Professional Development Chairperson, Boeing Leadership Network (2022 – Current)

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### **Education**

- M.A. (Human Resource Development), Webster University, ECD 08/2022
- B.S. (Aeronautics/Specializing in Management), Embry-Riddle Aeronautical University
- A.S. (Business Administration), Embry-Riddle Aeronautical University
- Dual A.S. (Airframe/Powerplant Technology), Hallmark College of Aeronautics

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### **Certification**

- DISC Behavioral Analysis Consultant, Maxwell Leadership, ECD 08/2022
- Certified Coach and Speaker, Maxwell Leadership
- Executive Certificate in Leadership and Management, University of Notre Dame
- Six Sigma Green Belt Certificate, Villanova University
- Lean Six Sigma Certificate, Villanova University
- Advanced Specialized Certificate in Intercultural Management (Diversity), University of Notre Dame
- Professional Certificate in Change Management, Michigan State University
- Professional Certificate in Human Resource Management, Michigan State University

<b>Airport Advisory Commission At Large Business Community</b>	<b>Application No: No: 20230306143639 13550</b>
ELIGIBILITY	
PROFILE	
Prefix	Rev
Last Name	Williams
First Name	Melissa
Middle Name	Rose
Suffix	
Preferred Name	
Title	
Are you a City of San Antonio resident?	Yes
San Antonio Resident Length - Years	01
In which City Council District do you reside?	02
How many years have you lived in the City Council District where you reside?	01
Address Type?	Residence
Address	
City	San Antonio
State	TX
Zip	78202
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	78202
eMail	
Employer	
Job Title	
Occupation	
Board/Commission/Committee Name	Airport Advisory Commission~At Large~Business Community~01
<b>DEMOGRAPHIC INFORMATION</b>	
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):	American Indian and/or Alaska Native Black or African American
Gender:	Female
Age:	35 to 44
Do you identify as a sexual minority (such as lesbian, gay, bisexual, queer, etc.)?	No
<b>QUESTIONS</b>	
If this board position requires residency within Bexar County, the City of San Antonio city limits or within a particular	Yes



council district, do you meet those residency requirements?	
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?	No
Do you intend to seek election or appointment to any public office or board or commission in the foreseeable future?	No

<p>Have you ever been hired for a position with the City of San Antonio?</p>	<p>No</p>
<p>Describe your Educational history.</p>	<p>Current Neighborhood Leadership Academy participant Current Staff Academy Finance student with the National Democratic Training Committee</p>
<p>Describe your Professional History &amp; Certification designations (Current and historical).</p>	<p>15 years accounting/finance experience 20 years entrepreneurship experience 29 years as a minister / 5 years as a Pastor Mother of 6</p>
<p>Describe your Volunteer Experience &amp; Community Service</p>	<p>25 years of volunteer experience for churches and organizations such as The North Dekalb Youth Association, ShowerUp and the Louisville Metro Parks and Rec</p>
<p>Please provide a brief narrative outlining your reasons for seeking appointment to this board or commission:</p>	<p>I want to use my gifts, skills, talents, knowledge and expertise to serve the city of San Antonio.</p>
<p><b>APPLICATION SIGN-OFF</b></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</p>	

<p>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 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.</p>	<p>Acknowledged</p>
<p>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.</p>	<p>Acknowledged</p>
<p>Enter Your Name</p>	<p>Melissa R Williams</p>

Date of submission.	3/6/2023
<p>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.</p>	
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 Number.	No
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.	

# PROFESSIONAL BIOGRAPHY

## **Melissa R Williams**

Melissa R Williams is a spirited CEO, Melissa is an internationally certified business coach and NLP Practitioner Certified by the Association for Professional Coaching, pastor, and energetic motivational speaker based in San Antonio, Texas. She is the founder and CEO of Recherche' Enterprises, which is currently a multi-million-dollar conglomerate of four flourishing corporations cutting across the industries of real estate, logistics, and event planning. She has pursued bachelor's degrees in Education, Nursing, and Business. Melissa is also a member of the US Women's Chamber of Commerce.

Melissa discovered her calling as a motivational speaker in 2001. Ever since embarking on her speaking career, she has spoken at prestigious events such as The Phenomenal "I AM" Women's Conference, Educated Girls Rock, The Salvation Army, I am H.E.R. International Ministries, among many others. She has been featured in the television show "Women on the Rise Atlanta" and has been a recurring guest on Nashville's 92Q FM. She was also the host for the Albuquerque's 99.9 The Beat's Workday Wind. Over the years, she has also worked with like-minded forward-thinkers and visionaries alike.

A survivor of domestic violence and several other hardships, she passionately yearned for a successful career and life for herself. She uses both her industry and life experience to inspire people on their success journey. Melissa has an admirable business wit and seeks to empower people to live purposefully and achieve their dreams. As a coach, she is ambitious, determined, and driven to share her testimony with these people who seek results in every aspect of their lives. Melissa wants desires to see people be unapologetically powerful, while they, in turn, inspire others to lead quality lives as they have learned.

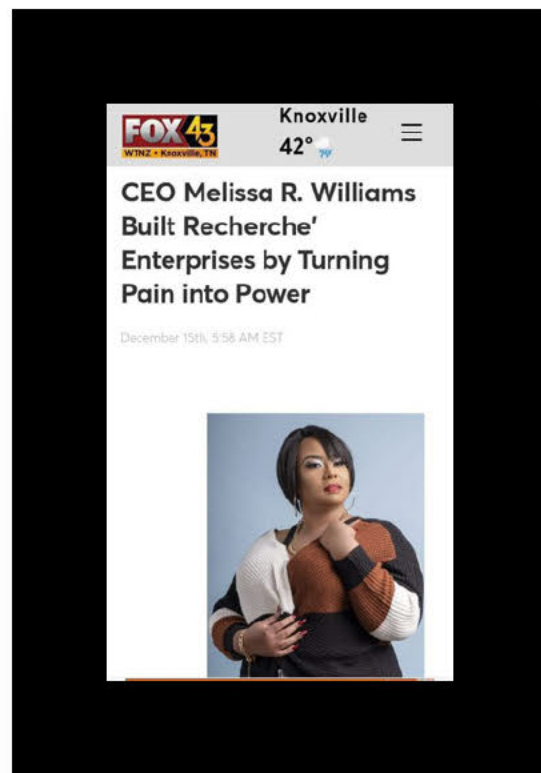
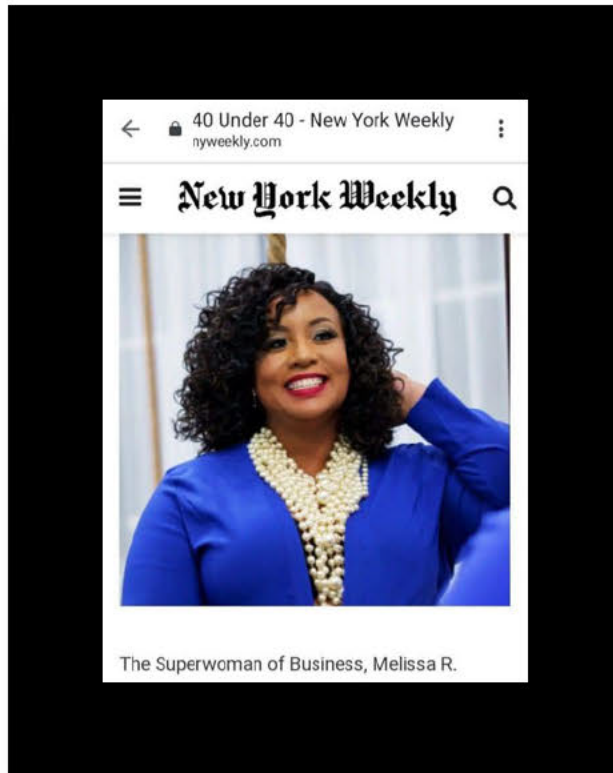
Her business is centered around promoting empowerment, positivity, and creativity. Melissa understands that the road to living a fulfilled life entails the right amount of motivation and commitment on the path of these people. For this reason, she enthusiastically embraces every given opportunity to enlighten people on how to take control of their lives.

Melissa is greatly involved in the business that empowers people, especially women, through self-development and the tools for career-building. She brilliantly demystifies the complex world of living, thereby giving individuals a remarkable shift in their thinking. A woman of many hats, she has served in congregations in communities across Tennessee and Georgia. She is presently the Women's Pastor with Life Church Dallas in Fort Worth Texas.

Melissa is an International Sales Agent. Her brokerage company, Recherche' Properties LLC has expanded internationally in 2022 including homes and business dealings in the Philippines, Mexico, Dubai, Pakistan, and more. Melissa is mother to six exceptional children: Ate'sia, a recent college graduate (Georgia State U: B.S in Journalism/ PR ~ Minor: Film/Media), fashion model/actress out of Los Angeles CA; Isaac – collegiate basketball player, Alana – 16-year-old, honours pre-med junior; Aniyah - 15-year-old, honors college sophomore, Adina – 13-year-old honours high school senior and; Aubriella – 9-year-old principal dancer, training for the Junior Olympics in gymnastics. Melissa will be launching online courses on parenting and business in March 2024. Melissa also put in a bid for Dallas City Council in 2021.

# MELISSA R. WILLIAMS

Professional Representative Coverage in News Media, Newspaper, and Magazine Publications



<b>Airport Advisory Commission At Large Community</b>	<b>Application No: No: 20230206111903 13429</b>
ELIGIBILITY	
PROFILE	
Prefix	Ms
Last Name	Haigh
First Name	Jennifer
Middle Name	
Suffix	
Preferred Name	
Title	
Are you a City of San Antonio resident?	Yes
San Antonio Resident Length - Years	11
In which City Council District do you reside?	10
How many years have you lived in the City Council District where you reside?	11
Address Type?	Residence
Address	
City	San Antonio
State	TX
Zip	78218
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	
Job Title	
Occupation	
Board/Commission/Committee Name	Airport Advisory Commission~At Large~Community~01
<b>DEMOGRAPHIC INFORMATION</b>	
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):	White/Non-Hispanic
Gender:	Female
Age:	35 to 44
Do you identify as a sexual minority (such as lesbian, gay, bisexual, queer, etc.)?	Prefer not to Answer
<b>QUESTIONS</b>	
If this board position requires residency within Bexar County, the	Yes

City of San Antonio city limits or within a particular council district, do you meet those residency requirements?	
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?	No

<p>Do you intend to seek election or appointment to any public office or board or commission in the foreseeable future?</p>	<p>No</p>
<p>Have you ever been hired for a position with the City of San Antonio?</p>	<p>No</p>
<p>Describe your Educational history.</p>	<p>Undergraduate degree in Business Admin with concentration in Trusts Form Campbell University Masters of Business Admin (MBA) Campbell University</p>
<p>Describe your Professional History &amp; Certification designations (Current and historical).</p>	<p>Various positions with the Department of Defense (Army, Navy, Air Force, Defense Contract Management)</p>
<p>Describe your Volunteer Experience &amp; Community Service</p>	<p>Many time board member on Spouses Club of the Ft Sam Houston Area Charitable Org 501c3 and also social club 501C7. Member Military-Civilian Club many years.</p>
<p>Please provide a brief narrative outlining your reasons for seeking appointment to this board or commission:</p>	<p>Extremely interested in long-term success of our wonderful airport, both in accessibility for residents and for tourists. It is a wonderful asset and in contrast to so many cities, extremely convenient from city-center. This creates unique opportunities for local businesses but also causes</p>

	<p>airport related issues for residents so there is a fine balance. It saddens me to see so much behicle traffic headed to Austin airport for flights when those revenues could be going to San Antonio.</p>
<p><b>APPLICATION SIGN-OFF</b></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</p>	<p>Acknowledged</p>

<p>possible to maintain the 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.</p>	
<p>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.</p>	<p>Acknowledged</p>
<p>Enter Your Name</p>	<p>Jennifer Haigh</p>
<p>Date of submission.</p>	<p>2/6/2023</p>
<p>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.</p>	

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 Number.	No
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.	

<b>Airport Advisory Commission At Large Community</b>	<b>Application No: No: 20220718154432_12883</b>
ELIGIBILITY	
PROFILE	
Prefix	Mr
Last Name	Merlo
First Name	Juan Carlos
Middle Name	
Suffix	
Preferred Name	
Title	
Are you a City of San Antonio resident?	Yes
San Antonio Resident Length - Years	20
In which City Council District do you reside?	09
How many years have you lived in the City Council District where you reside?	20
Address Type?	Residence
Address	
City	San Antonio
State	TX
Zip	78258
Phone Type?	Cell
Phone number	
Phone 2 Type?	
Phone 2 number	
Address 2 Type?	Business
Address 2	3512 Paesanos Parkway Suite 100
City 2	SAN ANTONIO
State 2	TX
Zip 2	78248
eMail	
Employer	Global Insurance Group
Job Title	Vice President
Occupation	Insurance
Board/Commission/Committee Name	Airport Advisory Commission~At Large~Community~01
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):	Hispanic/Latino/a
Gender:	Male
Age:	25 to 34
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?	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.	BBA in Finance and Accounting from UT Austin McCombs School of Business Masters in Risk Management and Insurance from St. Johns University in NY.
Describe your Professional History & Certification designations (Current and historical).	Entrepreneur and long-time Insurance person, has been in my family for over 3 generations on both the agency and insurance company side. I hold the following



	designations from The Institutes (CPCU and ARM), a P and C license, and a Surplus lines License Many years running and selling software companies
Describe your Volunteer Experience & Community Service	Dedicated member of the community, currently serve on the Citizens Advisory Review Board (CARB) for the city of San Antonio in conjunction with the SAPD. Many volunteer projects and deepened efforts to connect with my community.
Please provide a brief narrative outlining your reasons for seeking appointment to this board or commission:	Fundamentally I have the understanding on the risk mitigation and management side for this board coupled with my private pilot license and love of aviation. I will be able to bring my Insurance knowledge acumen to the group as well as bring a younger and possibly distinct point of view than the rest of the board given my technology background Would like to be considered for this position
<b>APPLICATION SIGN-OFF</b>	
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	
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 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.	Acknowledged
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	Juan Carlos Merlo
Date of submission.	7/18/2022
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 Number.	No
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.	



**Juan Carlos Merlo** is a partner at Global Insurance Group where he manages a team of about 100 people across Mexico and US. He maintains many roles to include Underwriter, Broker and Manager. He completed high school at TMI (Texas Military Institute) in San Antonio and then studied finance and accounting in the McCombs school of business where he was elected to be the graduation speaker. He obtained his Masters in Insurance and Risk Management in NYC and started his job with Global Insurance Group. He is a director for the local Alamo CPCU chapter (Chartered Property Casualty Underwriter) and recently served on the SAPD's CARB (Citizen Advisory Review Board) in the internal affairs unit for 2022-23. Juan Carlos is a native Texan born and raised in San Antonio and is a VFR private pilot in his free time.

<b>Airport Advisory Commission At Large Community</b>	<b>Application No: No: 20230203141615 13409</b>
ELIGIBILITY	
PROFILE	
Prefix	Mr.
Last Name	Motawea
First Name	Rami
Middle Name	
Suffix	
Preferred Name	Rami
Title	Director of Operations
Are you a City of San Antonio resident?	Yes
San Antonio Resident Length - Years	25
In which City Council District do you reside?	07
How many years have you lived in the City Council District where you reside?	10
Address Type?	Residence
Address	
City	San Antonio
State	TX
Zip	78257
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	
Job Title	
Occupation	
Board/Commission/Committee Name	Airport Advisory Commission~At Large~Community~01
<b>DEMOGRAPHIC INFORMATION</b>	
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):	Middle Eastern or North African
Gender:	Male
Age:	25 to 34
Do you identify as a sexual minority (such as lesbian, gay, bisexual, queer, etc.)?	No
<b>QUESTIONS</b>	
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?	Yes
Identify anticipated parties to the contract(s) and describe contract(s).	Dunkin booth at San Antonio airport
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?	Yes
Identify anticipated parties to the contract(s) and describe anticipated contract(s).	Airport RFP F and B
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,	No

corporations, non-profit entities, agencies, or other entities?	
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.	MBA from University of the Incarnate Word
Describe your Professional History & Certification designations (Current and historical).	Director of Operations for Multiple restaurants in R and J International Co
Describe your Volunteer Experience & Community Service	
Please provide a brief narrative outlining your reasons for seeking appointment to this board or commission:	I believe in the growth of the city and that starts with the San Antonio Airport. As its a leading asset for businesses as well as the citizens of San Antonio
APPLICATION SIGN-OFF	
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>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 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.</p>	<p>Acknowledged</p>
<p>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.</p>	<p>Acknowledged</p>
<p>Enter Your Name</p>	<p>Rami Motawea</p>
<p>Date of submission.</p>	<p>2/3/2023</p>
<p>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</p>	



<p>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.</p>	
<p>I want the public to have access to my Home Address.</p>	<p>No</p>
<p>I want the public to have access to my Home Telephone Number.</p>	<p>No</p>
<p>I want the public to have access to my Social Security Number.</p>	<p>No</p>
<p>I want the public to have access to my Emergency Contact Information.</p>	<p>No</p>
<p>I want the public to have access to my Family Information.</p>	<p>No</p>
<p>Please attach any additional information, such as a current resume, using the Attachments panel at the bottom of this page.</p>	

<b>Airport Advisory Commission At Large Business Community</b>	<b>Application No: No: 20230508100629_13838</b>
ELIGIBILITY	
PROFILE	
Prefix	Dr
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	36
In which City Council District do you reside?	01
How many years have you lived in the City Council District where you reside?	34
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	Texas A and M University San Antonio
Job Title	
Occupation	Marketing and Digital Transformation Consultant & Educator
Board/Commission/Committee Name	Airport Advisory Commission~At Large~Business Community~01
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

<p>Do you or any of your family members currently serve or in the past year served as an administrative aide to a Councilmember?</p>	<p>No</p>
<p>Do you currently serve in any elected or appointed public government office?</p>	<p>No</p>
<p>Are you a member and/or officer and/or employee of any boards, commissions, corporations, non-profit entities, agencies, or other entities?</p>	<p>No</p>
<p>Do you intend to seek election or appointment to any public office or board or commission in the foreseeable future?</p>	<p>No</p>
<p>Have you ever been hired for a position with the City of San Antonio?</p>	<p>No</p>
<p>Describe your Educational history.</p>	<p>I was born and raised in San Antonio, Texas and attended St. Marys Hall for highschool. 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</p>

in 2005 to pursue my MBA. While at 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 recently received my Doctor of Business Administration (DrBA) at the University of the Incarnate Word. I am also an Adjunct Professor of Marketing at Texas A and M University 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. Doctor of Business Administration (DrBA) May 2023 University of the Incarnate Word, San Antonio, TX Master of Business Administration (MBA)

	<p>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 (BBA)  December 2001 St. Marys University, San Antonio, TX  Major: Marketing and Management</p>
<p>Describe your Professional History &amp; Certification designations (Current and historical).</p>	<p>I am the Sr VP of Marketing at Prosperas, I FinTech startup out of South America that provides first time credit opportunities to underserved communities. I also serve as an Adjunct Professor of Marketing at Texas A and M San Antonio, AnalyticsTODAY Podcast co-host, non-profit Board Member. I have worked as a marketing and strategy executive in the corporate world with 15 years in the tech industry. I started my first company at 19 and have been an avid small business owner for over 20 years. Today, as an executive in both the corporate and startup worlds, I help corporate executives and struggling small businesses turn themselves around to profitability through data-driven strategies and digital transformation. My corporate experience spans the globe, where I have helped revive</p>

	<p>struggling businesses and helped grow ideas into successful enterprises. But while my career has afforded work away from home, I remain inspired by San Antonios future and have always found roots in San Antonio, where I focuses his time.</p> <p><b>RELEVANT PROFESSIONAL EXPERIENCE</b></p> <ul style="list-style-type: none"> <li>- Prosperas, Sr VP Marketing - Adobe, Digital Transformation Solutions Consultant (Fortune 100 Companies) - Left Brain Right Brain, Digital Marketing and Strategy Consultant (Key Customers: City ofSan 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 - Rackspace, Marketing Manager (Social Media, Demand Generation Marketing,Community Engagement Marketing)</li> </ul>
<p>Describe your Volunteer Experience &amp; Community Service</p>	<p>Outside of academia and business, I serve on numerous boards and committees. I am the incoming chair of the Board of Directors at the American Red</p>



Cross South and Central Texas and the San Antonio Hispanic Chamber of Commerce. I also was the immediate former Chair of the Small Business Advisory Commission and previously sat on the Airport Advisory Commission for the City of San Antonio. Previously on the annual SA-to-DC trip, I Chaired the Small Business Legislation Team by helping advocate for legislation that would benefit small businesses across the nation. I also am the Vice-Chair of the San Antonio Water System CEC, and several other boards and committees.

Please provide a brief narrative outlining your reasons for seeking appointment to this board or commission:

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

	<p>believe in what I believe. 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. I believe that "One moment can change a day, one day can change a life, and one life can change the world."</p>
<p><b>APPLICATION SIGN-OFF</b></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</p>	<p>Acknowledged</p>

<p>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 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.</p>	
<p>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.</p>	<p>Acknowledged</p>
<p>Enter Your Name</p>	<p>Jeremy Roberts</p>
<p>Date of submission.</p>	<p>5/8/2023</p>
<p>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,</p>	

<p>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.</p>	
<p>I want the public to have access to my Home Address.</p>	<p>No</p>
<p>I want the public to have access to my Home Telephone Number.</p>	<p>No</p>
<p>I want the public to have access to my Social Security Number.</p>	<p>No</p>
<p>I want the public to have access to my Emergency Contact Information.</p>	<p>No</p>
<p>I want the public to have access to my Family Information.</p>	<p>No</p>
<p>Please attach any additional information, such as a current resume, using the Attachments panel at the bottom of this page.</p>	

## Curriculum Vitae

### **Jeremy Amshu Roberts, DrBA, MBA**

Marketing Executive/Adjunct Professor of Marketing/Servant Leader

#### **CONTACT INFORMATION**

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#### **EDUCATION**

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- DrBA**      Doctor of Business Administration  
Graduated: May 2023  
University of the Incarnate Word, San Antonio, TX, USA  
*Concentration: Business Administration*
- MBA**      Master of Business Administration  
Graduated: December 2006  
Tulane University, New Orleans, LA, USA  
*Concentration: Marketing and Management*  
*Activities & Societies: American Marketing Association, Finalist in the Freeman School Rebuilding New Orleans Contest*
- Fall 2005 (Attended while displaced during Hurricane Katrina)  
Boston University, Boston, MA, USA  
*Awards: Winner and Record Breaker of the 2005 Boston University PharmaSim Marketing Simulation Contest*
- BBA**      Bachelor of Business Administration  
Graduated: December 2001  
St. Mary's University, San Antonio, TX, USA  
*Major: Marketing and Management*  
*Activities & Societies: Lambda Chi Alpha International Fraternity, American Marketing Association, Ethical Debate Team*
- Diploma**      High School Diploma  
Graduated: May 1996  
St. Mary's Hall, San Antonio, TX, USA  
*Activities, Societies, & Awards: Centennial Citizenship Award, Community Service Award, Varsity Lacrosse, Varsity Soccer*

## PROFESSIONAL EXPERIENCE

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### **Prosperas**

2021 – Present

#### *Senior Vice President, Global Marketing*

Prosperas is a FinTech that provides mobile-based credit through apps and offers unserved and underserved communities with first-time credit. I am a consultant acting as the head of global marketing and am responsible for all aspects of marketing and sales enablement and oversees marketing strategies and efforts to strengthen the company's market position and achieve desired business goals. This includes product marketing, sales and marketing operations, branding and design, lead generation, and customer onboarding and retention. This role will execute in the trenches and provide the executive team with strategic leadership from a market and product perspective.

### **#AnalyticsTODAY Podcast**

2015 – Present

#### *Podcast Co-Host*

Co-hosted by Jeremy Roberts and Sameer Khan, #AnalyticsToday is a podcast focused on Big Data and Analytics and the latest trends in the digital world. This podcast has produced more than 50 episodes and has been downloaded more than 30,000 times worldwide. View my digital marketing & analytics podcast at <http://www.analyticstodaypodcast.com>.

### **Adobe**

2018 – 2023

#### *Senior Strategic Value Advisor*

Internal advisor to sales and consulting teams and external consultant to account sales teams that have difficulty closing customers. In 2022, I achieved \$2.3M in sales with an average ASV of \$300k per deal closed and collaborated with customer executives to support conversations around thought leadership, strategic solution advice, and expert consultation on value management to support customer co-innovation, digital transformation, and business process performance improvement. I delivered strategic recommendations and roadmaps aligned with and drove the customer's business goals while guiding them through their marketing and organization transformation based on Adobe best practices.

#### *Enterprise Solutions Consultant – Strategic Accounts (Healthcare & Life Sciences)*

I provided strategic technical support for the Healthcare team working with Adobe's Top 40 accounts. Helped our customers explore the path to digital transformation and how Adobe's products, solutions, and platforms can support their digital transformation efforts and help to empower their teams and achieve their overall digital-related goals. Lead technical sales cycles from discovery to commitment and into value realization. I led strategic solution conversations and technical demonstrations using tailored use cases throughout this cycle. In addition, I showed how the Adobe Experience Cloud could solve a breadth of business challenges and bring value to my customers.

#### *Solutions Consultant – Corporate*

I helped Fortune 500 and Fortune 100 companies explore the path to digital transformation. I helped them understand how Adobe's products, solutions, and platforms can benefit their digital transformation efforts and help to empower their teams and achieve their overall digital-related goals. Through strategic mapping, consulting, and education, I provided technical support, strategy, and expertise on the entirety of the Adobe Experience Cloud.

## **Left Brain + Right Brain**

2017 – 2022

### *CEO*

Left Brain + Right Brain is a strategic go-to-market consultancy that brings together the best talent in business development, strategy, digital marketing, and IT to empower local and international businesses seeking to penetrate new markets. We follow the principles of data, analytics, research, and digital transformation to build custom go-to-market solutions that drive timely, measurable, and realistic results for our clients. We believe in integrating science with art, numbers with facts, and quantitative with qualitative data to achieve success. Whether it is building out demand generation engines to drive new customers, launching a new product from 0 customers to its first 50 customers, or helping international companies penetrate the US market, we develop lean go-to-market plans to bring it all to fruition with ease.

## **Acxiom**

2016 – 2017

### *Director, Partnership Marketing*

Brought into Acxiom to build out and lead Marketing for the Partner Sales division at Acxiom, where my team is responsible for supporting the Partner Sales team, building strategic relationships with key partners, and driving growth in revenue for Acxiom's Tier 1 clients. Worked alongside sales executives to drive strategic planning, build relationships, build media, and content plans, and design GTM activities for clients and partners in the Americas, EMEA, and APAC.

I collaborated with the Partner's Marketing leadership to develop a phased GTM plan to drive brand awareness, top-of-the-funnel leads, pipeline growth, and bottom-line revenue. GTM plans included Search, paid media, print and media content creation, sales enablement, sales training, and events.

## **IBM**

2015 – 2016

### *Worldwide Lead, Product Marketing, Customer Analytics*

Responsible for the end-to-end go-to-market marketing strategy and execution of IBM's Customer Analytics portfolio (Tealeaf, UBX, Watson Customer Experience Analytics). This included content creation, content marketing, market intelligence, product positioning, product messaging, sales enablement, evangelism, and product launch.

During the First 6-months, I was asked to lead the launch of IBM's newest analytics API, Universal Behavior Exchange (UBX). Since the launch, I have led a team of worldwide Product Marketing Managers responsible for IBM's Marketing and Analytics Solutions portfolio across North America, EMEA, and APAC. In addition, to complement the launch of UBX, I developed and launched the UBX Business Partner joint-marketing program aimed at building joint PR, events, demand gen, content, and thought leadership.

I led the launch of the IBM Customer Experience Analytics portfolio. This includes go-to-market strategy, messaging, buyer journey and narrative, sales enablement, acquisition marketing, retention marketing, content strategy, and creation for a worldwide team.

Also, I developed the division's Thought Leadership Initiative to develop further and promote client outreach, product education, customer engagement, and evangelism. Led the IBM Competitive War Room for Marketing Analytics. Digital Analytics Association: Corporate Advisory Board Member. Designated external speaker for IBM, invited to and asked to speak at technology and marketing conferences and conventions.



**Harland Clarke**

2013 – 2015

*Senior Manager, Digital Marketing and Media*

Recruited by Harland Clarke to design, develop and grow innovative digital marketing capabilities through internal and client development for Harland Clarke's Fortune 500 clients, including Retail Channels, Private Label, and Direct markets product lines. Responsible for the client's complete marketing experience.

I built and managed a high-performance marketing team that oversaw 13 eCommerce brands across the division. Built demand gen engines and managed eCommerce for B2C brands simultaneously with a collective annual revenue of \$54M. Brands include Walmart, Sam's Club, Costco, Office Depot, Mary Kay, Intuit, and Rodan & Fields. In 2014, our team exceeded expectations by growing online marketing revenue (in a YoY declining market) by 20% while maintaining a profitable ROI and with a 10% decrease in the annual budget. This includes taking some brands out of the red for the first time in 5 years.

I built and managed a high-performance marketing team of experts, a company-shared service that oversees the tactical functions of the online marketing channels for 50 (internal and client) sites.

For each client, I used our CRM, Site Catalyst, Google Analytics, and customer data feeds to create a weekly KPI scorecard that helps me build a customer LTV report, customer SOW and market opportunity, and customer product usage analysis to determine how best to approach and grow each client. Then, I sell them by adding additional marketing channels, tools, and programs to help drive revenue.

Served as company digital marketing expert and internal and external marketing consultant. Asked to speak at conferences, events, and client presentations on potential partnerships and business development.

**Rackspace**

2008 – 2013

*Marketing Programs Manager – Social Media Marketing*

I was selected by management to pioneer Social Media Marketing at Rackspace, targeted explicitly at the engagement and conversion of Fortune 1000 Enterprise clients. My mission was to create awareness and engagement for Rackspace and elevate the voice of Promoters to build relationships that enable the lead-to-sales process through increased engagement and conversion.

Lead Social Marketing programs development for Rackspace. Subject matter expert for demand generation driven through social media platforms (Facebook, Twitter, LinkedIn, Google+, YouTube), specifically around building socially integrated marketing programs in new markets. The development includes market discovery and research, resource planning and building, program planning and development, execution of the program, program analytics, program integration with other departments, program training, and management.

I led the RFP and implementation process for a global social listening and engagements platform. I facilitated executive buy-in and integration of the platform with various internal teams. I also developed and trained internal subject matter experts across the company on utilizing the new platform for listening, reporting, and workflow management.



I developed and launched a social thought leadership program to battle the dominance of AWS in the cloud market space. Focus on utilizing the internal expertise and building exposure and syndication channels targeted on dominating key markets that define industry thought leadership.

Developed and led all social selling training and materials for the sales enablement program targeted at internal and external sales teams in the US and UK. This program seeks to enrich and empower sales reps by training them on the fundamentals of marketing and enabling them with the techniques to become self-sufficient. In addition, I developed quotas and goals around the programs to drive achievement and accountability. The program has been endorsed and supported by LinkedIn corporate offices.

#### *Marketing Programs Manager – Enterprise Marketing*

Manage day-to-day marketing programs concerning Rackspace's SMB and Enterprise Marketing efforts with P&L responsibility for programs from concept, creation, build, and analysis to growth. Work closely with Creative Agency, Channel Sales, Product, Product Marketing, Finance, Legal, and Sales to express the strategies and visions of the marketing department and its monthly campaigns and goals. This includes new program creation and development and campaign creation for demand generation programs for domestic and international markets.

Manage Rackspace Marketing Trade outs for Key Suppliers to Rackspace (e.g., F5, EMC, Brocade, Commvault, HP Symantec). Developed Co-Marketing and MDF Programs to further build Demand Gen opportunities with Technology and Solutions Partners (e.g., Dell, Microsoft, F5, EMC, VeriSign).

I developed the Rackspace expert educational series using online media placement and social media to promote better the Hosting industry and Rackspace services.

Grew hosted SharePoint from a \$0 product to a \$20M product in 3 years. I helped drive revenue through farming existing accounts, lead generation, and partner value add sales. Developed Regional Flooding local events series to increase prospect engagement from target markets with Rackspace and its product experts.

Led monthly rookie orientation program for all incoming Rackers for the marketing department.

Castle (Headquarters) official tour guide for Rackspace Briefing Center.

#### *Marketing Programs Manager – Demand Generation*

Oversaw external marketing initiatives for online, print, and search campaigns. For example, for Rackspace, I collaborate with vendors to create lead generation campaigns that help Rackspace maintain its position as the leader in hosting.

I managed a \$15m annual budget for all Demand Gen activities while exceeding month-over-month lead goal targets and reducing cost per lead by 30%.

Responsible for media planning, media buying, campaign development, campaign analytics, search engine optimization, search engine marketing, budget planning, and new lead generation opportunities, all within the realm of building optimized lead campaigns that

create month-over-month growth for Rackspace. Coordinated and managed all marketing trade-outs concerning research, negotiation, and contracts.

I managed online marketing efforts for domestic and international markets, including the United States, Hong Kong, Australia, Canada, and Latin America. In addition, I developed a testing saturation model for marketing channels to explore growth opportunities.

**Ninja Marketing Consultants**

2011 – 2015

*Head of Operations & Principal Consultant*

Ninja Marketing Consultants LLC is a Texas-based digital marketing company specializing in creating strategic online marketing programs for businesses working locally and across borders. We have 2 primary offices in San Antonio, TX, and Jeddah, Saudi Arabia. We focus on the digital marketing mix strategy to differentiate ourselves. In addition, our proprietary campaign attribution system provides maximum returns on online marketing investments.

**Fitlogic, Inc.**

2007

*Marketing Consultant*

Managed all marketing directives for this fashion technology start-up. Prepared sales materials of an intangible product, website restructuring, media planning and PR event coordination in local and national markets on a strategic and tactical level. Brought in as Marketing Consultant to assist in the growth of company and the increase in attractiveness to venture capitalists with the intent to take the company public.

Authored company marketing plan and media plan with budget of \$2.4 million annually. Negotiated marketing portion of licensing agreements to Gap and Ann Taylor.

Worked alongside Hothouse Brand Group (Li & Fung) to author brand platform and brand requirements for retailers through the company's licensing agreement. Platforms include website, advertising, PR, marketing materials, sales associate training manuals, and POS materials.

Developed and coordinated local grass roots multi-city tour while incorporating guerilla-marketing tactics to increase company and product awareness. Tours included television interviews, radio interviews, speaking engagements, in-store events, and invitation-only parties.

Developed online media planning for local and national markets through banner and sponsorship placements, participation in targeted consumer blogs and forums, viral video blasts, and dedicated email blasts.

Developed sales materials including presentations and collaterals for sales presentations to C-level executives of the targeted industries.

**Tulane University**

2006

*Student Worker*

Worked for Tulane University Post-Katrina as a Strategic Business Consultant for struggling and restructuring businesses in the Greater New Orleans Area. Developed and managed programs including all facets of marketing strategies, business planning, marketing materials and internal communications. Supervise teams of various sizes depending on the project,

bringing in subject-matter experts as needed. Manage projects with various clients, ensuring on-time completion. Worked alongside C-level executives to execute projects.

#### Client Highlights

Facilitated a client's successful debut of a retail outlet in the Mexican market with recommendations on target market, sales operations model, and GTM plan with 12-month outlook. Decreased initial startup cost by 50% through recommendations. Project duration was 12 months.

Helped telecom client maintain 70% market share after Hurricane Katrina. Recommendation included competitive threat research, new operation and service models, new product positioning and advertising strategy, and new price points. Project duration was 9 months.

Introduced a Doggy Day Care Facility concept to the local SPCA to increase annual revenues by 80%, reposition product and service offerings to improve local image and gain new clients, and generate more service grants from government subsidizing and donations. Project was initiated within 4 months of introduction to client.

#### **Cavalcade Productions**

2000 – 2004

*Director of Marketing/Owner*

Regional producer of music-themed special events and Latin, Rock, and Pop concerts. Managed events' operations and project life cycle, including contract negotiations, logistics, staffing, and marketing. Maintained relationships with talent agencies and sponsors. I supervised up to 50 people per event, mostly temporary help.

#### **Mundofut**

1997 – 2000

*Office Manager*

Independent wholesaler of athletic apparel and accessories primarily from Mexico to more than 500 retail stores in the United States with annual sales of \$4 million. Managed existing customers and created new accounts. Supervised 4 sales managers, setting sales goals and training to achieve targets. Maintained accounts receivable/payable for 500 stores and coordinated daily incoming/outgoing international shipments.

### **TEACHING EXPERIENCE**

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#### **Texas A&M University-San Antonio**

2016 – 2017/2020 – Present

*Adjunct Professor of Marketing*

MKTG 5369: Digital Marketing

*Graduate Course*

In this graduate-level course, MBA students will learn digital marketing as part of digital transformation. It will provide a framework for developing marketing strategies in digital environments and an understanding of where marketing acts as the driving force of the business. In addition, it will discover the intersection of tactical and strategic digital marketing and how to navigate the digital marketing world so that students are ready to take on any challenge.

MKTG 3311: Principles of Marketing

MKTG 3343: Digital Marketing

MKTG 3363: Social Media Marketing

### *Undergraduate Course*

Students will learn about the fundamentals of marketing, modern marketing concepts, components of a strategic marketing plan, basics of marketing channels, and the ethical use and responsibility of using social media. Students will gain a greater understanding of a career in marketing. Students will gain a greater understanding of a career in marketing and be ready to contribute on day 1.

**Northeast Lakeview College (b/o Texas A&M University-San Antonio)** 2022 – Present  
MKTG 3311: Principles of Marketing

### *Undergraduate Course*

Member of the pilot faculty team teaching Texas A&M University-San Antonio (TAMUSA) courses on the Northeast Lakeview College (NLC) campus to NLC students seeking their associate degree. This program would allow NLC students to take TAMUSA courses for transferable credit and help to motivate them to continue to TAMUSA to earn their four-year degree post associate degree.

**New Apprenticeship (formerly Digital Creative Institute)** 2015 – 2022

### *Instructor/Mentor/Advisor*

Since New Apprenticeship was founded in 2015, I have collaborated with the executive team to help develop and build courses for each incoming marketing apprentice cohort. I teach 3 courses: Bootcamp Presentation Pitch, Content Marketing & Lead Generation, and Digital Strategy.

**Launch San Antonio** 2018 – 2019

### *Marketing Instructor/Mentor*

I mentor startups, small business owners, and budding entrepreneurs on marketing strategies and tactics. In addition, I teach a free marketing roundtable series and help people with their marketing and business needs.

**Sanford-Brown College San Antonio** 2013 – 2014

### *Adjunct Professor of Marketing & Advertising*

I was recruited by Sanford-Brown College as an adjunct professor to teach marketing, branding, and advertising courses at the San Antonio campus. This fantastic opportunity allows me to take my passions beyond the workplace and into the classroom. Every week, I share my experiences with energetic and eager-to-learn students who want to learn real-world marketing and practices to prepare for the workplace on day 1. My classes included: Consumer Behavior, Social Media Marketing, Mobile Advertising, Business Marketing, Search Engine Marketing, and Search Engine Optimization.

## **RESEARCH & SCHOLARLY ACTIVITIES**

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Roberts, J., Lunsford, R. (2023). Reducing the Financial Inclusion Gap Through Digital Transformation. Global Conference on Business and Finance Proceedings, Volume 18, (Issue 1), Pages 127-133. <https://www.theibfr.com/wp-content/uploads/2022/12/ISSN-1941-9589-V18-N1-2023.pdf>

Roberts, J., Lunsford, R. (2021). *Adobes Role in Enabling Digital Transformation During the Pandemic*. AABRI Fall 2021 Virtual Conference Proceedings. Virtual Conference. <http://www.aabri.com/Virtual21F/F21VC011.html>

Ford, W., Lewis, A. C., Hurley, T., Fekrazad, A., **Roberts, J.**, Kahn, S., & Hurley, C. (2018). When to invite customers in your shoes: Empathy and motivation to review. Southwest Psychology Association Annual Conference, Houston, Texas.

Lewis, A. C., Ford, W., Hurley, T., Fekrazad, A., **Roberts, J.**, Kahn, S., & Hurley, C. (2018). Which lens to put on? Consumers' empathy response to online reviews. Southwest Psychology Association Annual Conference, Houston, Texas.

## **BOARD SERVICE / ADVISORY EXPERIENCE / PUBLIC SERVANT**

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### **City of San Antonio City Council Candidate** 2023

#### *Candidate for City Council – District 1*

Candidate for City Council for the City of San Antonio, representing District 1 in the May 2023 election. District 1 covers much of downtown San Antonio, including central and north central San Antonio and has approximately 137,000 residents. Of the 137,000 residents, 80,000 are registered to vote.

### **VIA Transit Community Council (VIA Metropolitan Transit)** 2021 – 2023

#### *Council Member*

#### *VIA Policy Sub-Committee Lead*

A committee member of VTCC, established by the VIA Board. I served as a transit ambassador and liaison to provide community feedback on several topics, including planning, potential growth, and community outreach. VTCC members represent frequent riders, civic organizations, the business community, neighborhoods and suburban cities, the armed forces, centers in education, and the hospitality and tourism industry.

### **SAWS Community Experience Committee (San Antonio Water System)** 2021 – Present

#### *Vice-Chair*

The Community Experience Committee (CEC) focuses on maintaining a constant dialogue with our neighbors by educating and seeking feedback from a diverse group of community-oriented individuals on a range of topics to improve the overall customer experience. With many opportunities to connect with customers online and in the community, it's more important than ever to ensure we meet customer expectations and even go above and beyond whenever possible.

### **San Antonio Hispanic Chamber of Commerce** 2020 – Present

#### *Board of Directors, Marketing, Membership, & Education Committees*

Member of the San Antonio Hispanic Chamber of Commerce Board of Directors.

#### *SA to DC Small Business Chair*

2022

#### *Leadership San Antonio*

Member of Class 37

2012

Steering Committee Member, Class 42

2017

### **American Red Cross – South and Central Texas Area** 2018 – Present

#### *Chair-Elect/Board of Directors*

Board Member of the South and Central Texas Area chapter of the American Red Cross, serving all counties from Laredo, TX, up through New Braunfels, TX, covering 13 counties in South and Central Texas.

**St. Anthony Catholic School** 2018 – Present  
*Board of Directors*

Managing Board Member of the St. Anthony Catholic School, serving and supporting the marketing and development committee on all matters concerning fundraising, development, and overall school branding and marketing efforts.

**Northeast Lakeview College** 2019 – Present  
*Social Media Marketing Advisory Committee Member*

I was selected to join an Advisory Committee for Northeast Lakeview College in developing and releasing a new Social Media Marketing degree. In addition, we are tasked with helping to identify the curriculum and courses necessary for a student earning the degree to be relevant and hireable upon graduation.

**City of San Antonio Airport Advisory Commission** 2022  
*At Large Appointee*

The primary purpose of the AAC is to advise the City's Aviation Director on policies affecting the San Antonio International and Stinson Municipal Airports. In addition, Commissioners function as advocates for the San Antonio Airport System and encourage participation from the community, airlines, regulatory agencies, and other beneficiaries of air transportation in developing its Strategic Plan.

**City of San Antonio Small Business Advisory Commission (District 9)** 2021 – 2022  
*Chair & District 9 Appointee*

The Small Business Advisory Commission was established on February 18, 2021, by Mayor Ron Nirenberg and City Council (Councilwoman Dr. Adriana Rocha Garcia) to review upcoming policies, regulations, and issues affecting small businesses outside of the SBEDA Ordinance, and provide recommendations to City staff, Mayor, and City Council.

**City of San Antonio Small Business Evaluation Committee** 2022  
*Evaluation Committee Member*

The Small Business Evaluation Committee's purpose is to review, evaluate, and consider all ARPA-funded RFPs specific to small business RFPs through the City of San Antonio.

**The Leukemia & Lymphoma Society** 2021 – 2022  
*2022 Students of the Year Leadership Team*

As a member of the Leadership Team, my role is to continue the success and growth of the Students of the Year campaign by securing and supporting a potential 30 high-impact candidates to meet and exceed the revenue budget and fundraising goals.

**Hill Country Rover Rally** 2015 – 2021  
*Co-Founder & Board member*

Hill Country Rover Rally is an annual nonprofit off-road event created independently by Land Rover enthusiasts across South and Central Texas. Our goal is to host an inexpensive Rovering event that is fun for family and friends, where Rover fanatics can enjoy off-roading and comradery in a safe and controlled environment. Hill Country Rover Rally is an independently owned 501C3 nonprofit organization not affiliated with Land Rover. In 2019, this event became North America's largest Land Rover off-road event.

**SXSW EDU 2020** 2020  
*Mentor/Advisor*



I was selected as an education, digital marketing, and digital career mentor and advisor for businesses and students attending and participating in SXSW EDU 2020.

**Ron Nirenberg 2017 Mayoral Election** 2017

*Campaign Advisor – Online Marketing & Community Outreach*

Before running for Mayor, I advised Ron Nirenberg on his San Antonio District 8 City Council campaign. I again advised him during his 2017 mayoral election campaign that he won. I focused on branding, positioning, and digital marketing usage to support his campaign.

**Julian Castro 2009 Mayoral Election** 2008

*Campaign Advisor – Online Marketing & Community Outreach*

I advised Julian Castro during his 2009 mayoral election campaign that he won. I focused on his go-to-market strategy for his online campaign and community outreach using online marketing channels. Julian Castro was Mayor of San Antonio from 2009 to 2014. In 2014, he was appointed as the US Secretary of Housing and Urban Development. He also is a Presidential candidate for the 2020 Presidential elections.

**Diversity and Inclusion Committee Member** 2013 – 2015

*Harland Clarke*

**Diversity and Inclusion Committee Founding Member** 2010 – 2013

*Rackspace*

**Exhibits & Education Committee Member** 2014

*Witte Museum*

## **AWARDS & ACKNOWLEDGMENTS**

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2022 San Antonio Hispanic Chamber of Commerce – Small Business Innovator of the Year Award

2022 Amazing Adjunct Spring 2022 for Texas A&M University-San Antonio

2022 American Red Cross Contribution of 120+ volunteer service hours as a Board Member, Mission Committee Chair, Community Volunteer Leader, and Disaster Relief Operation Volunteer

2021 Adobe Community Leader Award

2020 Addy Awards: Bronze & Silver for “What Will It Take” COVID-19 Prevention Campaign

2019 Addy Awards: Gold for Best Website for VisitSanAntonio.com

2019 Addy Awards: Gold for Best Overall Interactive for VisitSanAntonio.com

## **PROFESSIONAL SPEAKING & ADVOCACY**

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I have spoken at dozens of conferences, customer events, and partner events over the past 20 years with audiences of up to 500. My typical focus areas are digital marketing, MarTech, data, analytics, demand generation, marketing strategy, and social media. Listed are notable events that I have participated in. In addition, I have also spoken as a representative of city public services and the City of San Antonio on various topics, including nonprofits, small businesses, economic development, and growth.

**34<sup>th</sup> Global Conference on Business & Finance (GCBF Hawaii)**

*Reducing the Financial Inclusion Gap through Digital Transformation*

*Presenter*

Virtual

**1<sup>st</sup> Ibero-American Summit on Business Innovation and Sustainability**

*Evolution of Marketing and Technology to Enhance Business*

*Presenter*

Bogota, Colombia

**American Red Cross Hurricane Ian Telethon 2022**

*KSAT 12 On-Air Spokesperson*

San Antonio, TX

**American Red Cross Hurricane Fiona Telethon 2022**

*KSAT 12 On-Air Spokesperson*

San Antonio, TX

**SMBWorld 2022**

*Six Pillar Framework for Enabling Digital Transformation*

*Presenter*

Remote, TX

**AABRI Fall 2021 Virtual Conference**

*Adobe's Role in Enabling Digital Transformation During the Pandemic*

*Presenter*

<http://www.aabri.com/Virtual21F/F21VC011.html>

Virtual

**UWIBC Annual Conference 2021: Six Pillars of Digital Transformation Needed to Endure the Pandemic**

*Presenter*

Link to view the event: [https://youtu.be/DQWHNBaC\\_s](https://youtu.be/DQWHNBaC_s)

Remote, TX

**Adobe Experience Cloud: Changing the World Through Digital Experiences 2021**

*Presenter*

<https://aem-solutions-q4.dxfieldmarketing.adobeevents.com/sep2/>

Remote, TX

**American Red Cross Quad State Tornadoes Telethon 2021**

*KSAT 12 On-Air Spokesperson*

San Antonio, TX



**American Red Cross Hurricane Ida Telethon 2021**

*KSAT 12 On-Air Spokesperson*

San Antonio, TX

**American Red Cross Tropical Depression Imelda Telethon 2019**

*KSAT 12 On-Air Spokesperson*

San Antonio, TX

**American Red Cross Hurricane Barry Telethon 2019**

*KSAT 12 On-Air Spokesperson*

San Antonio, TX

**The Impact of Data Analytics in the World of Marketing (McGill Data Network) 2021**

*Panel Moderator*

Link to view the event: <https://www.youtube.com/watch?v=SlccKC9vXz4>

Remote, TX

**MDX 2019**

*Presentation Title: 3 Keys to Building a Strong Marketing Ecosystem – Marketing Technology, Marketing Practices, Team Innovation*

Austin, TX

**American Red Cross Hurricane Michael Telethon 2018**

*KSAT 12 On-Air Spokesperson*

San Antonio, TX

**MDX 2018**

*Presentation Title: 3 Critical Capabilities to Support the Customer Journey & Personalization 2018*

Austin, TX

**MarTech Conference 2017**

*Presentation Title: Marketing in the Open Garden – Connecting your marketing ecosystem at the data layer*

Link to View Speaking Session: <https://vimeo.com/218846038>

San Francisco, CA

**MarTech Conference 2016**

*Presentation Title: The Fragmented Marketing Ecosystem*

The Presentation was Featured in Forbes

*Five Marketing Lessons from MarTech 2016: Where Marketing And Technology Collide*

Link to Article: <https://www.forbes.com/sites/shephyken/2016/03/26/five-marketing-lessons-from-martech-2016-where-marketing-and-technology-collide/#4f7d050f251b>

San Francisco, CA

**Gartner IT Symposium 2016**

*Presentation Title: The Fragmented Marketing Ecosystem*

Orlando, FL

**Digital Summit – Atlanta 2016**

*Presentation Title: The Fragmented Marketing Ecosystem*  
Atlanta, GA

**Digital Summit – Dallas 2016**

*Presentation Title: Digital Marketing – It's about evolution, not revolution*  
Dallas, TX

**Digital Summit – Minneapolis 2016**

*Presentation Title: Digital Marketing – It's about evolution, not revolution*

Link to View Speaking Session: <https://slideslive.com/38897745/digital-marketing-its-about-evolution-not-revolution>

Minneapolis, MN

**IBM Amplify 2016**

*Presentation Title: The Fragmented Marketing Ecosystem – Integrating Customer Experience with Data and Analytics*  
Tampa, FL

**Customer Experience for Financial Services (CXFS) 2016**

*Master of Ceremonies*  
New Orleans, LA

**Dreamforce 2012**

*Presentation Title: Social Sales Revolution*  
San Francisco, CA

Contents of Curriculum Vitae are current as of May 6, 2023

<b>Airport Advisory Commission At Large Community</b>	<b>Application No: No: 20230203151931 13420</b>
ELIGIBILITY	
PROFILE	
Prefix	Mr
Last Name	Velesky
First Name	James
Middle Name	Peter
Suffix	
Preferred Name	Pete
Title	Colonel (retired)
Are you a City of San Antonio resident?	Yes
San Antonio Resident Length - Years	05
In which City Council District do you reside?	10
How many years have you lived in the City Council District where you reside?	02
Address Type?	Residence
Address	
City	San Antonio
State	TX
Zip	78209
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	USAA
Job Title	Program/Project Manager
Occupation	
Board/Commission/Committee Name	Airport Advisory Commission~At Large~Community~01
<b>DEMOGRAPHIC INFORMATION</b>	
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):	White/Non-Hispanic
Gender:	Male
Age:	45 to 54
Do you identify as a sexual minority (such as lesbian, gay, bisexual, queer, etc.)?	No
<b>QUESTIONS</b>	
If this board position requires residency within Bexar County, the	Yes

City of San Antonio city limits or within a particular council district, do you meet those residency requirements?	
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,	No

commissions, corporations, non-profit entities, agencies, or other entities?	
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.	BS Construction Science Grad Cert Homeland Security MS Strategic Studies
Describe your Professional History & Certification designations (Current and historical).	Rotary Wing Aviator Project Management Professional Lean Six Sigma Yellow Belt
Describe your Volunteer Experience & Community Service	San Antonio Livestock Exhibition, Military Affairs Committee, Senior Army Representative Valero Texas Open, Military Affairs Committee
Please provide a brief narrative outlining your reasons for seeking appointment to this board or commission:	I am a former military aviator and resident of the community immediately surrounding Stinson Airfield. As the former Deputy Commander for Joint Base San Antonio, I am intimately familiar with the rules and regulations regarding the operation and easements of airfields adjacent to civilian infrastructure. I believe that my background education in Construction Science and Critical

	<p>Infrastructure Protection coupled with my pragmatism from operating the largest Joint Base in the DoD with a limited budget makes me uniquely suited to provide input and insight into Stinson Airfield.</p>
<p><b>APPLICATION SIGN-OFF</b></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</p>	<p>Acknowledged</p>

<p>understand that it may not be legally possible to maintain the 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.</p>	
<p>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.</p>	<p>Acknowledged</p>
<p>Enter Your Name</p>	<p>Peter Velesky</p>
<p>Date of submission.</p>	<p>2/3/2023</p>
<p>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</p>	



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 Number.	No
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.	

<b>Airport Advisory Commission At Large Travel and Tourism Industry</b>	<b>Application No: No: 20230131175716_13391</b>
ELIGIBILITY	
PROFILE	
Prefix	Mr
Last Name	Barros
First Name	Marco
Middle Name	
Suffix	
Preferred Name	MARCO
Title	President
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?	35
Address Type?	Residence
Address	
City	San Antonio
State	TX
Zip	78216
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	self employed
Job Title	President
Occupation	Consulting Management
Board/Commission/Committee Name	Airport Advisory Commission~At Large~Travel and Tourism Industry~01
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):	Hispanic/Latino/a
Gender:	Male
Age:	65 to 74
Do you identify as a sexual minority (such as lesbian, gay, bisexual, queer, etc.)?	No
<b>QUESTIONS</b>	
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:	Ma Hila's Heart Project Board member and advisor since 2021 Classics Elite Soccer Academy, Board member and President since 2000 Airport Advisory Commission member since 2017 Zoning Commission member since 2021 San Antonio Sports Ex Officio and advisor since 2017
Do you receive any compensation for service on this entity(ies)?	Yes

If yes, please describe compensation, for example \$20 per meeting.	Classics Elite Soccer Academy, food and travel expenses, etc
Do you intend to seek election or appointment to any public office or board or commission in the foreseeable future?	Yes
Please list the office, board, or commission and status of your application to that position.	AIRPORT ADVISORY COMMISSION FOR RE APPOINTMENT ZONING COMMISSION FOR RE APPOINTMENT
Have you ever been hired for a position with the City of San Antonio?	No
Describe your Educational history.	BA in Journalism 1980 UT El Paso UT El Paso MBA courses (not completed) 1981-1982 business 1976 Catholic University, Santiago, Chile International Languages for International agencies
Describe your Professional History & Certification designations (Current and historical).	Served as CEO for SA Tourism Council for over 23 years (retired in 2019) serve as the spokesperson for the tourism industry for 23 years Previously served as Director of Sales for Hearst Corporation in San Antonio responsible for a program called Mexico Express Worked and experience with American Airlines, Frontier and Aerolitoral as consultant and sales programs for over 5 years Worked as VP Marketing for VIA Transit Worked and experience in developing Malls and shopping centers for 6 plus years including Rivercenter Mall opening in 1988
Describe your Volunteer Experience & Community Service	Have extensive hours and years as volunteer for Classics Elite Soccer programs, plus SA Sports and I Play Sports for over 20 plus years Also worked as volunteer for SA Food Bank and Haven for Hope with many associations
Please provide a brief narrative outlining your reasons for seeking appointment to this board or commission:	I have extensive experience with airlines and route planning departments for over 5 years helping many airlines expanding services. I want to see OUR airport grow and create and start more international service to Panama as well as to Frankfurt and London in next 3-5 years. I have excellent relationships with many associations and can help Airport Team to reach out to local needs and networks. I am happy to help the Aviation TEAM anytime 24/7 to increase services. I qualify under several categories Business, Community and Travel and Tourism.
APPLICATION SIGN OFF	
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.	
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 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.	Acknowledged
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	MARCO BARROS
Date of submission.	1/31/2023
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 Number.	No
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.	

## Marco A. Barros



Marco A. Barros is the former president/CEO of the San Antonio Area Tourism Council. He has been a resident of San Antonio for the past 32 years. He played an integral part in getting the World Heritage designation (UNESCO) for the San Antonio Missions and has worked with Bexar County on numerous projects assisting the county judge with the use of hotel tax for River Walk improvements and building 13 sports venues. He has served on numerous boards and commissions in San Antonio for over 20 years. He assists many city council members on various citywide community programs.

Marco spent several years working for American Airlines developing new marketing programs for several new Latin American routes and created tour packages for Gray Line Tours of San Antonio.

As a native of Chile, he attended the Catholic University in Santiago in foreign languages and he studied at the University of Texas at El Paso where he obtained a bachelor's degree in Journalism. Marco has traveled extensively in Latin America from Chile to Mexico and has assisted various businesses to set up operations. He is often invited to speak on tourism and how to use and maximize the use of hotel and motel taxes (hot) in destinations and communities.

As an Honorary Consul for the Government of Chile, a post to assist better business relations and trade between Chile and Texas, Marco helps the Consul General of Chile based in Houston, Texas.

He has served as Chairman of the San Antonio Airport Advisory Commission that advises the City of San Antonio on aviation issues. Barros presently serves on many city boards and commissions, including San Antonio Sports, the San Antonio Police

Department, Zoning Commission and Airport Advisory Commission. He also served as Honorary Commander for the Texas Air National Guard based at Lackland AFB.

Presently, He owns a consulting business developing strategies and business development for restaurants, hotels, tours and transportation companies and assisting clients with community engagement programs including National Parks Conservation Association and the Audubon Society