

Airport Advisory Commission At Large Business Community	Application No: No: 20230508100629_13838
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

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.	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

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)</p> <p>December 2001 St. Marys University, San Antonio, TX Major: Marketing and Management</p>
Describe your Professional History & Certification designations (Current and historical).	<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>RELEVANT PROFESSIONAL EXPERIENCE</p> <ul style="list-style-type: none"> - 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)
Describe your Volunteer Experience & Community Service	<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>

	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."
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	Acknowledged

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.	
OATH: I have read and understand the guidelines set out in this application. The foregoing statements are true, accurate, and complete. I agree that any misrepresentation or omission of facts may result in my disqualification for appointment.	Acknowledged
Enter Your Name	Jeremy Roberts
Date of submission.	5/8/2023
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.	

Curriculum Vitae

Jeremy Amshu Roberts, DrBA, MBA

Marketing Executive/Adjunct Professor of Marketing/Servant Leader

CONTACT INFORMATION

EDUCATION

- 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

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

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

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

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

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

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.

34th Global Conference on Business & Finance (GCBF Hawaii)

Reducing the Financial Inclusion Gap through Digital Transformation

Presenter

Virtual

1st 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

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

Presenter

Link to view the event: 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