

Airport Advisory Commission At Large Business Community	Application No: No: 20230124085040_13372
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
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:	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	
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	MaryAnne Schweers
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.	

MARYANNE SCHWEERS

PROFESSIONAL SUMMARY

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

PLC Strategies, LLC
Founder & CEO

Jan 2023 - Current

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