

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

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

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

Describe your Professional History & Certification designations (Current and historical).

I am a Sr Strategic Value Advisor for Adobe, CEO of Left Brain Right Brain (go-to-market and marketing consulting firm), Adjunct Professor of Marketing at Texas A and M San Antonio, VP of Marketing at Secure Credit Systems, AnalyticsTODAY Podcast co-host, non-profit Board Member, and am actively pursuing a Doctorate in Business Administration at UIW focused on digital transformation strategy. Professionally, at Adobe, I help companies explore their path to digital transformation and helps them understand how marketing technology products, solutions, and platforms can benefit their digital transformation efforts and help to empower their teams and achieve their overall digital-related goals. At Left Brain Right Brain, I support US and international businesses seeking to penetrate new markets. At Texas A and M SA, I teach digital marketing courses to both the graduate and undergraduate schools and my goal is to prepare students for success on their first day. At Secure Credit Systems, I run global marketing and sales enablement and support the global sales team/country managers in their efforts to build partnerships with local financial institutions. At AnalyticsTODAY Podcast, I co-host a popular marketing and analytics podcast discussing topics on the latest trends in the digital and marketing world. Each of these roles focuses on helping companies drive digital transformation, change, and growth by supporting innovation and offering a superior customer experience. In the community, I sit on several Boards including the American Red Cross and San Antonio Hispanic Chamber of Commerce and committees including VIA, SAWS, SBAC and The Leukemia and Lymphoma Society. I focus my efforts to support the San Antonio community through my own 3 pillars of focus: education, youth empowerment, and community impact. I follow these 3 pillars as my mantra to supporting the City of San Antonio and its people. RELEVANT PROFESSIONAL EXPERIENCE Adobe Digital Transformation Solutions Consultant (Fortune 100 Companies) Left Brain Right Brain Digital Marketing and Strategy Consultant (Key Customers: City of San Antonio and Metro Health) Acxiom Director of Partnership Marketing (Facebook, Visa, Google, AMEX, etc) IBM Worldwide Lead, Product Marketing (Customer Experience Analytics/Certified Public Speaker) Harland Clarke Sr. Manager Digital Marketing and Media, Community Engagement Marketing Rackspace Marketing Manager (Social Media, Demand Generation Marketing, Community Engagement Marketing) RELEVANT EXPERIENCE IN EDUCATION Texas A and M San Antonio Adjunct Professor of Marketing (Digital Marketing in the Graduate School) Doctor of Business Administration (Candidate 2022) at University of the Incarnate Word Dissertation: 6 Pillars to Long Term Digital Transformation

Describe your Volunteer Experience & Community Service

I believe that not everyone is designed for public service, but I do believe that everyone has it in them to be a great public servant. Its all about making an impact and giving back without asking for something in return. Being able to sustain your passion, drive, and love for your community and sincerely try to help another without helping yourself. Its about fulfilling your life by fulfilling the life of someone else. Its about the empowerment of your community and helping to change the lives of those around. Public service is all about sacrifices and helping others. When you live your life to support those around you, you will be rewarded with the riches of your community. One moment can change a day, one day can change a life, and one life can change the world. Small Business Advisory Commission District 9 Appointee (2021 to present) American Red Cross Serving South and Central Texas Area Board of Directors/Mission Committee Chair (2018 to present) San Antonio Hispanic Chamber of Commerce Board of Directors, Marketing, Membership, and Education Committees Chair SA to DC Small Business Advocacy (Jan 2022) (2019 to present) SAWS CEC Vice-Chair and Committee Member (2021 to Present) VIA VIA Transit Community Council Member (2021 to present) St. Anthony Catholic School Board of Directors (2019 to present)

<p>Please provide a brief narrative outlining your reasons for seeking appointment to this board or commission:</p>	<p>I choose to dedicate my free time to my city and to its enduring growth and feel that my role is to support the voice of the community and empower change where change is needed. I believe that the San Antonio Airport is the hub and catalyst to long-term growth in the City of San Antonio and it is imperative that we make an investment in the airport a priority to long-term growth of our city on the rise. I believe in growth and innovation, but in order to be innovative, there must be change. I believe that I can help drive that change by working with like minded individuals who believe in what I believe. Innovation Diversity Chaos Transformation My doctoral Studies focus on how to drive innovation and I have been able to build a formula to support that. The first is diversity. There must be diversity in background, opinion, education, ethnicity, social status, economic status, and motivation in order to truly get an innovative opinion. The second is chaos. This means that we must challenge the status quo and never except that we've always done it this way. The third is transformation. Transformation means that in order to move the needle, there must be change. I focus my efforts to support the San Antonio community through my own 3 pillars of focus: education, youth empowerment, and community impact. I follow these 3 pillars as my mantra to supporting the City of San Antonio and its people. One moment can change a day, one day can change a life, and one life can change the world.</p>
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<p>APPLICATION SIGN-OFF</p>	
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<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>	
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<p>I understand that if any member of the public makes a request for information included in this Application for Appointment, most of the information must be disclosed under the Public Information Act. I understand that the City of San Antonio will attempt to maintain the confidentiality of highly private matters by seeking an Attorney General's opinion in accordance with the Public Information Act. I understand that it may not be legally possible to maintain the</p>	<p>Acknowledged</p>
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<p>confidentiality of such information, and I hereby release the City of San Antonio, and its agents, employees and officers, from any and all liability whatsoever if the information must be released pursuant to the Public Information Act or any other law requiring its release</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>12/14/2021</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>	
<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</p>	<p>No</p>

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

Curriculum Vitae

Jeremy Amshu Roberts, MBA

Marketing Executive/Adjunct Professor of Marketing/Doctoral Candidate

CONTACT INFORMATION

EDUCATION

- D.B.A. Doctor of Business Administration
(Candidate) Summer 2022
University of the Incarnate Word, San Antonio, TX
Dissertation: *6 Pillars of Long-Term Digital Transformation*
- M.B.A. Master of Business Administration
December 2006
Tulane University, New Orleans, LA
Concentration: Marketing and Management
- Fall 2005 (displaced during Hurricane Katrina)
Boston University, Boston, MA
- B.B.A. Bachelor of Business Administration
December 2001
St. Mary's University, San Antonio, TX
Major: Marketing and Management

PROFESSIONAL EXPERIENCE

Adobe 2018 - Present
Senior Strategic Value Advisor
I work 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 deliver strategic recommendations and roadmaps that align to and drive the customer's business objectives while guiding them through the transformation of their marketing and their organization based on Adobe best practices.

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

I provide strategic technical support for the Healthcare team working with Adobe's Top 40 accounts. I help our customers explore the path to digital transformation and 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. I lead technical sales cycles from discovery to commitment and into value realization. Throughout this cycle, I lead strategic solution conversations, technical demonstrations using tailored use cases, and show how the Adobe Experience Cloud can solve a breadth of business challenges and ultimately bring value to my customers.

Solutions Consultant – Corporate

I help Fortune 500 and Fortune 100 companies explore the path to digital transformation. I help 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 provide technical support, strategy, and expertise on the entirety of the Adobe Experience Cloud.

Left Brain + Right Brain

2017 - Present

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's 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.

Secure Credit Systems

2021 - Present

VP, Marketing & Sales Enablement

In many developing countries, the unbanked community is about 25% or more of the total population. Many of these people are in the labor force and have high consumption potential. These unbanked individuals use other financial intermediaries and instruments that require no banking relationships or access to credit. Most credit and debit cards are linked to bank accounts and require approval for issuance and limits based on the person's financial history. This approval is difficult to get, especially when the individual does not have a traditional credit history. Worse yet, if they appear on a blacklist for credit because of any unpaid debt in their past, then getting approved is virtually impossible. SCS can solve these problems through our technology that we embed in a mobile phone application that will provide an instantaneous credit score for a lender once a consumer consents to share the data on their phone with the lender who may be a bank or consumer goods company.

#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>.

Acxiom

2016 – 2017

Director, Partnership Marketing

Built out and led marketing for the partner sales division (40% of company revenue) where my team was responsible for building strategic relationships with key partners and driving growth in revenue for Acxiom's Tier 1 clients and partners in Americas, EMEA, and APAC. Collaborated with the partner's marketing leadership to develop a phased joint GTM plan to drive campaign awareness, sales leads, pipeline growth and bottom-line revenue.

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). Developed the division's Thought Leadership Initiative to further develop and promote client outreach, product education, customer engagement and evangelism. Led the IBM Competitive War Room for Marketing Analytics.

Harland Clarke

2013 – 2015

Senior Manager, Digital Marketing and Media

Built and managed demand gen engines and managed ecommerce for as many as 13 different 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. Exceeded expectations by growing online revenue (in a YoY declining industry) by 20% while maintaining a profitable ROI with a 10% decrease in annual budget. Successfully pulled brands out of the red for the first time in 5 years.

Rackspace

2008 – 2013

Marketing Programs Manager

Managed a \$15M annual budget through experience building marketing programs using CRM, web analytics, and marketing automation platforms to drive customer engagement, conversion, and lifetime value. This resulted in an overall CPL reduction by 30% giving way to an increased program growth of 27% YoY. Areas include North America, LATAM, APAC, EMEA. Grew SharePoint from a \$0 product to a \$20M product in 3 years. Drove revenue through farming existing accounts, lead generation, as well as through partner value add sales. Built social media marketing from the ground up (i.e., Facebook, Twitter, LinkedIn, Google+, YouTube). Focused on driving revenue from social media. Developed and led social media 101 training for all 5,000 employees as well as Social Selling training for all sales teams worldwide.

Ninja Marketing Consultants

2011 – 2015

Head of Operations & Principal Consultant

Ninja Marketing Consultants LLC is a Texas based digital marketing company that specializes in creating strategic online marketing programs for businesses working locally in their market 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 and our proprietary campaign attribution system provides maximum returns on online marketing investments.

Cavalcade Productions 2000 – 2004*Director of Marketing*

Regional producer of music-themed special events and Latin, Rock, and Pop concerts. Managed operations and project life cycle for events including contract negotiations, logistics, staffing and marketing. Maintained relationships with talent agencies and sponsors. 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 Multi-Year
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. 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.

MKTG 3343: Digital Marketing 2016 – 2017

Undergraduate Course

In this undergraduate core course, students will learn the fundamentals of digital with a focus on comprehension, analysis, and a holistic understanding of digital marketing strategy instead of memorization. It's all about changing the way students think and the way they approach digital marketing. The goal is to get students ready to contribute on the first day of a marketing job.

New Apprenticeship (formerly Digital Creative Institute) 2015 – Present*Instructor/Mentor/Advisor*

Since New Apprenticeship was founded in 2015, I have worked with the executive team to help develop and build courses for each of the incoming marketing apprentice cohorts. I

currently teach 3 courses: Bootcamp Presentation Pitch, Content Marketing & Lead Generation, and Digital Strategy.

Launch San Antonio 2018 – 2019

Marketing Instructor/Mentor

I am a mentor to startups, small business owners, and budding entrepreneurs on marketing strategies and marketing tactics. 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

Recruited by Sanford-Brown College as an adjunct professor to teach marketing, branding, and advertising courses at the San Antonio campus. This great opportunity allows me to take my passions beyond the workplace and into the classroom. Every week, I get the opportunity to share my experiences with energetic and eager-to-learn students who want to learn real-world marketing and practices so that they can be ready 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

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

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

Board of Directors/Mission Committee Chair

I am an active 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.

San Antonio Hispanic Chamber of Commerce 2020 – Present

Board of Directors, Marketing, Membership, & Education Committees

I am an active member of the Board of Directors of the San Antonio Hispanic Chamber of Commerce.

Leadership San Antonio

Member of Class 37 2012

Steering Committee Member, Class 42 2017

City of San Antonio (District 9) 2021 – 2023

Small Business Advisory Commission for District 9

The Small Business Advisory Commission was established on February 18, 2021, by Mayor and City Council 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.

VIA Transit Community Council (VIA Metropolitan Transit) 2021 – Present

Council Member

VIA Policy Sub-Committee Lead

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

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

Vice-Chair

The focus of the Community Experience Committee (CEC) is to maintain 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 are meeting customer expectations and even going above and beyond whenever possible.

St. Anthony Catholic School 2018 – Present

Board of Directors

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

The Leukemia & Lymphoma Society 2021 – Present

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.

Northeast Lakeview College 2019 – Present

Social Media Marketing Advisory Committee Member

Selected to join an Advisory Committee for Northeast Lakeview College in their development and release of a new Social Media Marketing degree. We are tasked with helping to identify curriculum and courses necessary for a student earning the degree to be relevant and hireable upon graduation.

Hill Country Rover Rally 2015 – 2021

Co-Founder & Treasurer of the Board

Hill Country Rover Rally is an annual non-profit off-road event put together 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 and not affiliated with Land Rover. In 2019, this event achieved status as the largest Land Rover off-road event in North America.

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*

Prior to running for Mayor, I previously 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 and positioning, and the usage of digital marketing 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. My focus was specifically 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**

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 up to 500 people. My typical areas of focus are on the topic of digital marketing, MarTech, data, analytics, demand generations, marketing strategy, and social media. Listed are notable events that I have participated in. I have also spoken as a representative of city public services and the City of San Antonio on varied topics including nonprofits, small businesses, economic development, and growth.

City of San Antonio – Small Business Advisory Commission (11-29-21)

Commission Appointee for District 9

Link to view the event: <https://www.youtube.com/watch?v=XxPFyOyAr0g>

City of San Antonio – Small Business Advisory Commission (11-17-21)

Commission Appointee for District 9

Link to view the event: <https://www.youtube.com/watch?v=YLEVYHLHhPQ&t=1434s>

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

Presenter

Link to view the event: https://youtu.be/DQWHNBaC_s

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>

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>

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>

Gartner IT Symposium 2016

Presentation Title: The Fragmented Marketing Ecosystem

Digital Summit – Atlanta 2016

Presentation Title: The Fragmented Marketing Ecosystem

Digital Summit – Dallas 2016

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

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>

IBM Amplify 2016

Presentation Title: The Fragmented Marketing Ecosystem – Integrating Customer Experience with Data and Analytics

Customer Experience for Financial Services (CXFS) 2016

Master of Ceremonies

Dreamforce 2012

Presentation Title: Social Sales Revolution

Contents of curriculum vitae are current as of December 2, 2021