

DATE: February 11, 2016

TO: City Clerk

FROM: Representative Claudia Ordaz

ADDRESS: 300 N. Campbell, District 6 TELEPHONE 915-212-0006

Please place the following item on the (Check one): CONSENT XXX REGULAR \_\_\_\_\_

Agenda for the Council Meeting of February 23, 2016

Appointment of Krista L. Snow to the Greater El Paso Civic, Convention, and Tourism

Item should read as follows: Advisory Board by Representative Claudia Ordaz, District 6.

**BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM**

NAME OF BOARD/COMMITTEE/COMMISSION: Greater El Paso Civic, Convention, and Tourism Advisory Board

NOMINATED BY: Representative Claudia Ordaz DISTRICT: Six

NAME OF APPOINTEE Krista L. Snow  
(Please verify correct spelling of name)

E-MAIL ADDRESS: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

HOME ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_ PHONE: \_\_\_\_\_

**DOES THE PROPOSED APPOINTEE HAVE A RELATIVE WORKING FOR THE CITY? YES: \_\_\_ NO X**

**IF SO, PLEASE PROVIDE HIS OR HER NAME, CITY POSITION AND RELATIONSHIP TO THE PROPOSED APPOINTEE:**

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT?

NAME OF INCUMBENT: Israel Rivera

EXPIRATION DATE OF INCUMBENT: 9/2/15

REASON PERSON IS NO LONGER IN OFFICE (CHECK ONE): TERM EXPIRED: X  
RESIGNED \_\_\_\_\_  
REMOVED \_\_\_\_\_

DATE OF APPOINTMENT: 2/23/16

TERM BEGINS ON : 9/2/15

EXPIRATION DATE OF NEW APPOINTEE: 9/2/17

PLEASE CHECK ONE OF THE FOLLOWING: 1<sup>st</sup> TERM: XX  
2<sup>nd</sup> TERM: \_\_\_\_\_  
UNEXPIRED TERM: \_\_\_\_\_

# KRISTA LYNETTE SNOW

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## PROFILE

Dynamic, highly innovative, forward-thinking professional with experience in external relations, customer service, project management, program development, budgeting, event planning, and financial reporting. Possesses superior communication, interpersonal, problem-solving, management, and team-building skills as well as a strong work ethic and friendly personality. Highly adept at breaking down barriers and streamlining processes to implement changes necessary to achieve an organization's short and long-term strategic goals. Experience working with employees, clients, customers, and external partners from various cultural and socio-economic backgrounds.

## EDUCATION

01/14 – 12/15

**Master of Business Administration**  
**The University of Texas at El Paso (UTEP)**

El Paso, Texas

- Concentration in **Finance**
- Cumulative GPA: 3.8/4.0
- Participant in MBA Mentorship Program

03/15

**International Research Course**  
**The University of Texas at El Paso (UTEP)**

Beijing, China  
Shanghai, China

- Conducted Research on International Corporate Governance Structures
- Presented findings to faculty instructor for course grade: A

08/04 – 05/09

**Bachelor of Business Administration**  
**The University of Texas at El Paso (UTEP)**

El Paso, Texas

- Concentration in **Business Management**
- Cum Laude – Cumulative GPA: 3.7/4.0
- Presidential Excellence Scholarship
- Honors: Dean's list

## EXPERIENCE

01/16 – 05/16

**The University of Texas at El Paso – College of Business Administration (COBA)**  
*Lecturer – Special Topics in Business*

El Paso, Texas

- Teach Enterprise Resource Planning (ERP) course using SAP software to introduce junior/senior undergraduate students to its extensive use for various business functions across an organization
- Collaborative effort with ADP: will identify top students for ADP talent acquisition
- Course time: Monday and Wednesday 6:00 p.m. – 7:20 p.m.

01/12 – Present

**The University of Texas at El Paso – College of Business Administration (COBA)**  
*Alumni & External Relations*

El Paso, Texas

- Hired into new university position created by Dean for the purpose of building an alumni chapter, developing new college programs, and creating an external relations structure for business college
- Develop and manage COBA Alumni Chapter, create business plan and bylaws, and handle all details relating to the chapter's promotion and success. Coordinate all COBA alumni affairs, connections, activity, and college involvement. Budget and manage marketing, fundraising, and planning for all COBA Chapter events, activities, and operations. Manage COBA Chapter Board of Directors, facilitate communication and activity, oversee board election process
- Coordinate all external partner relations, communication, events, and relationships for COBA. Develop, manage, and nurture business relationships that foster college involvement and activity.
- Launch and Manage COBA Mentorship Program for MBA students
- Launch and Manage COBA Alumni Chapter Executive Speaker Series
- Launch and Manage COBA Alumni Professional Development Program
- Co-lead in SAP/ERP Implementation project with ADP to incorporate business software into COBA's academic curriculum. Manage corporate relationships, fundraising efforts, and communication for project implementation
- Develop, manage, and update social media/website domains and promotions for COBA and COBA Chapter
- Collaborate with Career Placement Manager to build corporate employer relationships as well as obtain and disseminate job opportunities to COBA Alumni

01/10 – 01/12

**The Hertz Corporation**  
*Manager*

El Paso, Texas

- Worked closely with district and city managers to supervise team of 3-5 employees and ensure that all areas of the branch ran properly, all policies, regulations, and guidelines were followed, and all customer issues were appropriately resolved
- Maintained customer/client partnerships as well as developed and implemented processes to secure new business partnerships, increase retail rentals, and increase customer retention.
- Assessed and appraised branch employee performance in order to exceed customer satisfaction, achieved sales goals, and ensured that all internal controls and guidelines were being enforced
- Supervised development of sig sigma implementation to branches throughout the city and manage employee engagement, employee involvement, and process streamlining throughout transition
- Supervised branch and maintained a high level of customer satisfaction. Reviewed documented customer complaints and provided a response and appropriate resolution to situation
- Compiled and entered data into control logs, maintained confidentiality, reviewed documented information for errors, and ensured that there was proper dissemination of information to customers, other branches, and city management

01/02 – 11/10

**Piano By Krista**

El Paso, Texas

*Piano Teacher*

- Taught and developed student skills in piano performance
- Instructed students in varying levels from beginner to intermediate
- Handled as many as 33 students at a time
- Organized three piano recitals a year and continually promoted business to potential clients

**AFFILIATIONS**

01/15 – Present

**Jovenes Empresarios/Empire Builders Leadership Program**

El Paso, Texas

Hispanic Chamber of Commerce

*Member*

- Participated in 2015 leadership program for building and developing young managers
- Invited to join executive team for 2016
- Chair for Business and Corporate Relations Committee

08/15 – Present

**Toastmasters – UTEP**

El Paso, Texas

*Member*

05/15 – Present

**Public Relations Association of the Southwest**

El Paso, Texas

*Member*

05/15 – Present

**Financial Management Association (UTEP)**

El Paso, Texas

08/07 – 05/09

*Member*

01/12 – Present

**UTEP College of Business Administration Alumni Chapter**

El Paso, Texas

*Liaison and Member*

- Staff liaison between Alumni Association, COBA Chapter Board of Directors, and COBA

07/03 – 10/12

**Cross of Grace Church**

El Paso, Texas

*Member and Volunteer*

- Children's Ministry teacher
- Piano performer on music team

**PERSONAL INTERESTS**

- **Piano:** I have been a musician for over 20 years and I enjoy teaching piano to children as a hobby. Helping my students learn to play an instrument, motivating them to overcome their challenges, and seeing the triumph on their face when they successfully perform is incredible – there is nothing like the realization that you may have played a small part in helping to shape someone's future by encouraging their growth.
- **Investments:** Finance/investing has always been an interest of mine and in my free time I enjoy building my portfolio by learning more about the stock market as well as researching Wall Street firms and new IPOs.
- **Small Business Consulting:** I consult for small start-ups – I love being able to use my business knowledge to work with entrepreneurs that lack formal business training or background. My passion is to motivate and help people and it is extremely rewarding to aid these individuals in fulfilling the dream of starting their own business.
- **International Food Club:** Due to our love of travel (and food), a group of friends and I decided to start an international club in 2012. A few times a year we host a dinner party where we choose a country, research the food and culture, and invite friends to experience our efforts at reproducing the food and cultural traditions over a meal.