

DATE: May 18, 2016

TO: City Clerk

FROM: City Representative Emma Acosta

ADDRESS: 300 N. Campbell Street TELEPHONE 915.212.0003

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

Agenda for the Council Meeting of May 31, 2016

Appointment of Shelby Diego Ruff to the Regional Renewable Energy Advisory Council as requested by City Representative Emma Acosta, District 3.

Item should read as follows: [Contact: 915-212-0003]

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

NAME OF BOARD/COMMITTEE/COMMISSION: Regional Renewable Energy Advisory Council

NOMINATED BY: City Representative Emma Acosta DISTRICT: 03

NAME OF APPOINTEE Shelby Diego Ruff  
(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?

None

NAME OF INCUMBENT: \_\_\_\_\_

EXPIRATION DATE OF INCUMBENT: None

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

DATE OF APPOINTMENT: 05.18.16

TERM BEGINS ON : 03.03.16

EXPIRATION DATE OF NEW APPOINTEE: 03.03.18

PLEASE CHECK ONE OF THE FOLLOWING: 1<sup>st</sup> TERM: x

2<sup>nd</sup> TERM: \_\_\_\_\_

UNEXPIRED TERM: \_\_\_\_\_

# Shelby Diego Ruff

## WORK EXPERIENCE:

**Off Grid Hardware** **El Paso, TX / Taos, NM** **December 2012 – Present**  
*Co-Founder*

- Co-founder & Sr. Partner of Off Grid Hardware providing Executive Financial, Sales, Marketing, IT, and overall leadership to help guide our business to be a premier provider of off grid sustainability products, training, & services across the USA.

**Rackspace (NYSE: RAX)** **El Paso, TX** **March 2015 - Present**  
*Senior Technical Recruiter*

- Technical recruiter providing fully lifecycle sourcing & recruiting to one of our largest departments, Customer Support, recruiting Linux & Windows Enterprise Support Engineers in San Antonio, Austin, New York, San Francisco, and remotely nationwide.
- Fanatical recruiter responsible for providing new talent to the company from our top competitors and industry nationwide.

**BridgeLine RPO** **El Paso, TX** **May 2013 – February 2015**  
*Recruiting Consultant & Social Branding Lead*

- Provide Recruiting & Sourcing services to Global Fortune 500 and high growth companies. Full lifecycle recruiter supporting hiring managers and recruiters at client site locations globally. Sourcing, Screening, Recruiting, & Social Branding services.
- Create & manage all Social Recruiting and Branding initiatives for BridgeLine RPO & our clients globally.
- Recruit, train, and develop teams of recruiters & sourcers on the latest industry & AIRS recruiting techniques.
- Responsible for new business development within high growth organizations around the globe.

**Solar Community, LLC** **Austin, TX** **January 2006 – November 2012**  
*Executive Vice President of Sales, Marketing, & Technology*

*Sold to Ontility LLC and Smith & Associates LLC based in Houston, TX*

- Founding member of Solar Community in 2006 and Vice President of Sales, Marketing, & Technology responsible for all residential, commercial, and non-profit sectors. Manage a national team of sales agents from coast to coast focusing on solar residential, new home builder, and non-profit community development solar projects.
- Responsible for the growth of Solar Community National Home Builder Program supporting clients such as Lennar, KB Home, Ideal Homes, Trendmaker Homes, Shea Homes, Meritage Homes, and various other national home builders.
- Recruiting Project Manager responsible for creating and executing a recruiting & sourcing plan for 2011 & 2012 expansion across the USA: TX, NY, NJ, PA, CT, MD, MA, VT, and CA. Responsible for all sourcing, recruiting, hiring, and training nationwide.

**Rackspace Hosting (NYSE: RAX)** **San Antonio, TX** **October 2007 – February 2010**  
*Senior Technical Recruiter*

- Full lifecycle fanatical recruiter, supporting all departments throughout my tenure, assisting the rapid growth of Rackspace offices worldwide from a small start-up company in San Antonio to a publicly traded company with international offices.

*Senior Technical Recruiter for Rackspace EMEA* **London, England, UK** **June 2008 – November 2008**

- International Assignment: Full lifecycle recruiter responsible for supporting all departments across the EMEA region focusing on technical talent and leadership candidates to help grow regional operations across Europe, Middle East, & Africa (EMEA)
- Train and mentor the existing EMEA recruiting staff on Corporate Recruiting Strategy & tools created in the USA home office.

**Q4B, Inc. (Quantum Solutions for Business)** **Austin, TX** **January 2006 – October 2007**  
*Recruiting Team Leader*

- International Recruiting Consultant and Team Leader supporting high growth companies across the world.
- Direct day to day activities (recruiting, sourcing, client engagement, and project management) for 15+ recruiting consultants supporting Global companies in the IT and Energy industries.

**Dell Inc.** **Austin, TX** **April 2005 – January 2006**  
*Recruiting Consultant – (Contracted through Startup Staffing Inc.)*

- Source, recruit, and screen candidates for the Outside Sales recruiting division responsible for executive level sales positions nationwide from Account Executives to Global Account Managers.
- Direct recruitment & sourcing support for Dell DAO (Dell Americas Operations) manufacturing facilities nationwide resulting in 845 hires in Q1 & Q2 of 2005; 639 of those hires were in Q2 of 2005.

**Pedley-Richard & Associates** **Austin, TX** **March 2005 – September 2005**  
*Recruiting Consultant – (Part time consulting contract positions)*

- Recruiting consultant for various clients in Austin, TX: NLine Corporation & Renew Data Corporation.

**Wayport Inc.** **Austin, TX** **May 2004 – March 2005**  
*Corporate Recruiter (contracted through CoolHires Inc.)*

- Full lifecycle Corporate Recruiter for all departments and skill sets nationwide for Wayport Inc. (full RPO engagement)
- Ramped up a new call center from 0 to 80+ call center agents as well as assisted the company in growing from 100 to 400+ employees in all departments. Wayport Inc. later moved its Austin headquarters to Dallas, TX and was acquired by AT&T.

### **BOARD OF DIRECTORS POSITIONS:**

**USGBC – Chihuahuan Desert Chapter** **El Paso, TX** **December 2014 – Present**  
*Board of Directors, Board Member* Website - <http://usgbc-cd.org/>

- Our Mission: To transform the way buildings and communities are designed, built and operated, enabling an environmentally and socially responsible, healthy, and prosperous environment that improves the quality of life.
- Our Vision: Buildings and communities will regenerate and sustain the health and vitality of all life within a generation.

**State Senator Jose Rodriguez, District 29, TX** **El Paso, TX** **January 2015 – Present**  
*Chair – Sustainable Energy Advisory Committee* Website - [www.rodriquez.senate.state.tx.us/](http://www.rodriquez.senate.state.tx.us/)

- Committee Chairman for State Senator Jose Rodriguez - TX District 29 (El Paso, Hudspeth, Culberson, Jeff Davis, & Presidio.
- GRO El Paso Environmental Summit & Community Day focused on Growth, Resilience, & Opportunity in El Paso, TX.

**Eco El Paso** **El Paso, TX** **October 2015 – Present**  
*Board of Directors, Board Member*

- Eco El Paso's mission is to promote eco-sensitive and energy efficient community planning, building design, construction and facility maintenance in El Paso's region to professionals in the design, construction and building maintenance industry.

**Solar San Antonio** **San Antonio, TX** **August 2009 – July 2015**  
*Board of Directors, Board Member* Website – [www.SolarSanAntonio.org](http://www.SolarSanAntonio.org)

- Solar San Antonio & Build San Antonio Green non-profits merged into one organization under Build SA Green in July 2015.
- Solar San Antonio is a cutting edge non-profit 501(c)(3) organization making solar energy a major contributor to the creation of the new energy economy.
- Installations as of July 2015
  - 1. Solar PV - Distributed Generation
    - 1,807 Solar Projects
    - 18.7 Mega Watts installed
    - Total Value - \$78,619,174.19
  - 2. Solar Thermal Hot Water Heating
    - 113 solar projects
    - 431,932 kWh saved
    - Total Value - \$890,890.58
  - 3. Utility Scale Solar PV
    - 89.4 Mega Watts Installed
    - 400+ Mega Watts under contract & construction
    - Total Value - \$1B+

- 4. Solar San Antonio - Bring Solar Home Campaign - Statistics as of July 2015.
  - 211 PV Installations
  - 1.6 megawatts installed
  - 11.7% of CPS Service Area Installations
  - Total Value \$6,920,307.55

## **EDUCATION:**

### **St. Mary's University of San Antonio, TX**

**San Antonio, TX**

- Master of Business Administration – MBA, Management - ***GPA 3.90***
- Beta Gamma Sigma – International Honors Society – Distinguished Graduate – Dean's List

### **St. Mary's University of San Antonio, TX**

**San Antonio, TX**

- Bachelor of Business Administration - Dean's List - Cum Laude – ***GPA 3.70 – Cum Laude***
- Major: Marketing -- Minor: General Business Administration
- NCAA Division II Men's Soccer Team – Texas Heartland Conference

## **CERTIFICATIONS & TRAINING:**

- AIRS CIR – Advanced Internet Recruitment Strategies - Certified Internet Recruiter – December 2008
- Rackspace University – Great Managers Training –2009
- Electric Vehicle Charging Station Certified, General Electric – Ontility Solar Training – 2011
- 40 Hour NABCEP Accredited PV Technical Sales Training Certification – Ontility Solar Training - 2011
- 40 Hour NABCEP Accredited PV Solar Energy NABCEP Prep Training Certification – Ontility Solar Training - 2011
- 24 Hour NABCEP Accredited Solar Thermal Hot Water Heating Training Certification – Ontility Solar Training - 2011
- SunPower Sales Training – Basic & Advanced Solar Sales Training – Las Vegas, NV – 40 Hours – 2011
- SolarBridge / SunPower – ACPV Modules & Systems Certification - 2012