

DATE: 07-13-2015

TO: City Clerk

FROM: City Representative Larry Romero

ADDRESS: 300 N. Campbell TELEPHONE 212-0002

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

Agenda for the Council Meeting of July 21, 2015

Appointment of Joe Fierro, Jr., to the Veterans Affairs Advisory Committee

Item should read as follows: as requested by City Representative Larry Romero, District 2

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

NAME OF BOARD/COMMITTEE/COMMISSION: Veterans Affairs Advisory Committee

NOMINATED BY: Representative Larry Romero DISTRICT: 2

NAME OF APPOINTEE Joe Fierro, Jr.  
(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: New Commission

EXPIRATION DATE OF INCUMBENT: N./A

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

DATE OF APPOINTMENT: 07/21/2015

TERM BEGINS ON : 07/21/2015

EXPIRATION DATE OF NEW APPOINTEE: 07/21/2017

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

**J**OE FIERRO, JR.

Communicates openly, forcefully and effectively...makes sound decisions under pressure...establishes strategic plans for future success.

-Performance Evaluation

### MANAGEMENT PROFESSIONAL

SEEKING TO LEVERAGE 20+ YEARS OF EXEMPLARY HR AND OPERATIONS MANAGEMENT EXPERTISE

**RESULTS-DRIVEN PROFESSIONAL** offering 20+ years of broad-spectrum experience planning and directing senior-level operations in diverse environments. Dynamic problem solver highly adept at developing well-conceived, win-win solutions to complex situations. Exceptional relationship-building skills with a definite talent for building unified teams and cohesion across all levels of staff and senior level managers. Combine strong strategic planning, organizational, and communication skills with an innate ability to direct high-level projects simultaneously. Highly adept at breaking down barriers to success and implementing the change necessary to achieve an organization's long term strategic imperatives.

#### AREAS OF EXPERTISE:

- Vision & Mission Planning
- Training & Staff Development
- Project Lifecycle Management
- Operations Management
- Change Management
- High-Impact Presentations
- Strategic Problem Solving
- Team Building & Leadership
- Logistics Planning

*Multi-lingual: Fluent in English and Spanish; Conversant in Italian*

#### PROFESSIONAL HIGHLIGHTS

UNITED STATES ARMY RESERVE

Worldwide Assignments

1984 to Present

**NOTE:** Held private sector employment during periods of inactive reserve status.

Advanced rapidly through a series of progressive leadership positions that cover very diverse areas- strategic planning, training and development, operations/personnel management. Consistently recognized for energetic leadership and relentless drive for exceeding performance objectives. Following are the two keys positions held that demonstrate detailed planning responsibilities:

#### Medical Operations/Physical Security Manager (2003 to Present)

Charged with conducting Vulnerability Assessments throughout the Southwest Asia Theatre in support of Operation IRAQI FREEDOM and Operation ENDURING FREEDOM.

- Performed assessment missions at various military sites under dangerous, adverse conditions. Developed and designed 1.7 million dollar sensor plans at Camp Al Sayliyah, Qatar for the protection of CENTCOM forward headquarters and at Kandahar Airfield in Afghanistan.

#### Project Manager / Instructor (1992 to 2003)

Coordinated field training exercises and instruction for 60 personnel, overseeing the logistical requirements related to ammunition, medical services and personnel support.

- Maintained disaster recovery plans and executed contingency operations.

VALWEST TECHNOLOGIES, Phoenix, Arizona

2000 to-2004

#### Director of Operations (Weapons Division)

Managed the entire weapons refurbishment implementation and support operations process, ensuring that product specs were met on time and within budget for Department of Defense, US Army, and allied country contracts. Supervised and directed the efforts of 30 employees.

- Oversaw the development, application and enforcement of company policies with respect to Operations Department employees.
- Reviewed refurbishing processes and interfaced routinely with Quality Assurance to ensure that all quality standards were met.

JOE FIERRO, JR.

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AMERICA WEST AIRLINES, Phoenix, AZ & Dallas/Ft. Worth, TX 1987 to 2000

**Unisys Test Analyst / Vendor Compliance Analyst (1998 to 2000)**

Performed repetitive testing of mainframe database programs used in the daily operations of the airline to achieve Y2K compliance. Analyzed business and program logic with engineered structured methodologies. Conducted test procedures using WinRunner, Test Director, and Visio software.

**Ground Operations/Weight and Balance/ Flight Operations Team Lead (1987 to 1998)**

Tasked with coordinating extremely proficient flight turnarounds, ensuring that every plane was correctly balanced for a smooth flight.

NASA, El Paso, Texas

1983 to 1986

**Ground Training Operation Supervisor**

Managed and oversaw the ground operations responsible for the safe and efficient fueling and flight turnaround for all NASA shuttle training aircraft. Supervised 45 employees, managing the timely coordination and communication with shuttle operations at the Johnson Space Center in Houston.

### EDUCATION

Currently pursuing a M.S. degree in Management and Public Affairs  
The University of Texas, Austin, Texas

Coursework completed toward a B.S. degree in Biological Studies  
The University of California at Los Angeles, Los Angeles, California

A.A., Business Management- 1980  
Santa Monica College, Santa Monica, California Dean's List

### RELEVANT TRAINING

Physical Security Advanced Course - 2006  
Central Command Anti-Terrorism Expert Course ( Phases I & II ) - 2005  
Advanced Leadership and Management Development Course- 2000  
Introductory Leadership Development Course- 1996  
Small Group Instructor Training Course- 1999  
Combat Instructor Training Course- 1998

### HONORS/AWARDS

Joint Services Commendation Medal (1 citation) / Army Reserve Components Achievement Medal  
Army Commendation Medal- (1 citation) / Armed Forces Reserve Medal W/ M Device  
Army Achievement Medal- (4 citations) / Afghanistan Campaign Medal  
Outstanding Volunteer Service Medal- (1 citation) / Iraq Campaign Medal  
National Defense Service Medal- (1 citation) / Global War On Terrorism Expeditionary Medal  
Armed Forces Service Medal- (2 citations) / NCO Professional Development Ribbon ( 2 citations)  
Army Service Ribbon

*References Available Upon Request*