

DATE: 8/1/2018

TO: City Clerk

FROM: Mayor Dee Margo

ADDRESS: 300 N. Campbell, 2<sup>nd</sup> Floor TELEPHONE (915) 212-0021

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

Agenda for the Council Meeting of 08/7/2018

Item should read as follows: Uptown Parking Benefit District Advisory Committee

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

NAME OF BOARD/COMMITTEE/COMMISSION: Uptown Parking Benefit District Advisory Committee

NOMINATED BY: Dee Margo DISTRICT: Mayor

NAME OF APPOINTEE William "Carlos" Keating  
(Please verify correct spelling of name)

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

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

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

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

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

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

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

**HAS APPOINTEE BEEN A MEMBER OF OTHER CITY BOARDS/COMMISSIONS/COMMITTEES? IF SO, PLEASE PROVIDE NAMES AND DATES:**

WHO WAS THE LAST PERSON TO HAVE HELD THIS POSITION BEFORE IT BECAME VACANT? NAME OF INCUMBENT: Vacant

EXPIRATION DATE OF INCUMBENT: \_\_\_\_\_

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

DATE OF APPOINTMENT: 8/7/2018

TERM BEGINS ON : 8/7/2018

EXPIRATION DATE OF NEW APPOINTEE: 8/7/2020

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

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

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

# William “Carlos” Keating

## Summary

I’ve been a successful sales consultant for over 13 years with expertise in construction, cyber infrastructures and commercial risk management.

## Employment Experience

### **Assistant Vice-President** (06/115- Present)

HUB International —El Paso, TX

- ♦ I act as an analytical broker focusing on risk management and insurance solutions. I am responsible for new business production and client relationship cultivation.
- ♦ I specialize in construction, manufacturing, transportation and healthcare specific risks.
- ♦ I hold a commercial lines specialist designation and health and life insurance specialist designation.

### **Account Manager** (09/13-6/15)

Varay Systems—El Paso, TX

- ♦ Introduced clients to service offerings of full network installation, upgrade, maintenance or repair, the highly experienced and certified experts from Varay bring a wealth of knowledge to managing your business network.
- ♦ Acted as the liaison between the client and Varay, in IT Management situations can escalate due to frustration and clients ability to not work therefore lose profitability. Being able to successfully bridge that relationship in stressful situations is key.

### **Inside Sales Representative** (06/11-8/13)

HP—Rio Rancho, NM

- ♦ In FY11, HP faced several daunting challenges. Combined with a difficult account set, I was able to achieve 100% of my quota goal. Through determination and perseverance, I attacked my account base in an attempt to leave no dollar behind. I utilized my sales skills including cold calling, reseller relationships, 3<sup>rd</sup> party partnerships, attack fund utilization, customer facing meetings, and CSAT deals, all from the inside to generate revenue for our number.
- ♦ Since joining HP, I have conducted numerous customer facing meetings across the country in Los Angeles, Omaha, Fort Lauderdale, Phoenix, Dallas, and several separate trips to New York City. Unlike most inside sale reps. I have conducted almost half of my customer meetings without a field representative present.
- ♦ In January 2013, I conducted 17 individual customer meetings in NYC in 4 days
- ♦ From a customer meeting this past January, I uncovered an opportunity and was able to close it from the inside. The opportunity was with Omnicom Media Group, and I was able to expand the business by \$1.1 million in new hardware, care-packs and software licenses.
- ♦ The inside led victory at Omnicom was not my first inside led win. In February 2011, I took business from Dell from the inside through a victory with Advanced Internet, a subsidiary of Advance Publications, \$75,000 single order net new business. Run rate has since then followed, and I was awarded a Street Warrior award from HP/PPS for the acquisition.
- ♦ I played a key role in new business acquisitions at Kaplan University resulting in \$1.3 million in expanded business and Conde Nast \$2.1 Million net new acquisition business.
- ♦ I have covered large Fortune 500 global corporate accounts, healthcare accounts, mid-range run rate accounts, and dedicated hunter accounts.

- ♦ One skill set that I have built at HP is the cultivating of child accounts with in their larger parent organizations. By reaching out to smaller companies owned by these larger organizations I have increased over spend to exceed single account quota attainment.
- ♦ I participated in HP Rio Rancho Toastmasters as a founding member of the New Mexico HP chapter.

**Sales Representative (06/07-06/11)**

Stock Building Supply—Albuquerque, NM

- ♦ Gained experience in effective sales techniques while working with customers in multiple business categories during negative growth period of construction industry. I was able to sustain and increase business in a period of the construction industry only seen in the great depression.
- ♦ Successfully completed Stock Building Supply Manager-in-Training program in the New Mexico market, 2007-2008.
- ♦ Nominated and selected to attend Wolseley leadership program, 2008.
- ♦ Selected as a facilitator for the New Mexico market in a corporate-wide “Make It Happen” training initiative to improve morale in the company.
- ♦ Established solid business relationships with both local and regional vendors.

**Assistant Supervisor/Youth Sports Instructor (02/06-06/07)**

Parks and Recreation—Lubbock, TX

- ♦ Designed and created marketing strategy to communicate with and increase patron participation.
- ♦ Supervised special events at the community center.

## **Education**

**Texas Tech University—Lubbock, TX**

Bachelor of Arts in Communication Studies, minor in Mass Communications, Graduation: 05/06

**Coronado High School—El Paso, TX**

## **Community Activity**

- ♦ 2010 Big Brother / Big Sister Volunteer Mentor
- ♦ 2014 Boys and Girls Club of El Paso Board Member
- ♦ 2014 Greater El Paso Chamber of Commerce Board of Governors Member
- ♦ 2016 Greater El Paso Chamber of Commerce Executive Board Member
- ♦ 2016 Progress 321 Committee Chairman