

DATE: November 18, 2015

TO: City Clerk

FROM: Representative Larry Romero

ADDRESS: 300 N. Campbell, District 2 TELEPHONE 915-212-0002

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

Agenda for the Council Meeting of December 1, 2015

Appointment of Steve A. Lujan to the Parks and Recreation Advisory Board by Representative

Item should read as follows: Larry Romero, District 2.

BOARD COMMITTEE/COMMISSION APPOINTMENT/REAPPOINTMENT FORM

NAME OF BOARD/COMMITTEE/COMMISSION: Parks and Recreation Advisory Board

NOMINATED BY: Representative Larry Romero DISTRICT: Two

NAME OF APPOINTEE Steve A. Lujan
(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: Adam Gurrola

EXPIRATION DATE OF INCUMBENT: 10/14/15

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

DATE OF APPOINTMENT: 12/01/15

TERM BEGINS ON : 10/15/15

EXPIRATION DATE OF NEW APPOINTEE: 10/14/19

PLEASE CHECK ONE OF THE FOLLOWING: 1st TERM: XX

2nd TERM: _____

UNEXPIRED TERM: _____

STEVE A. LUJAN

MARKETING AND BUSINESS MANAGEMENT PROFESSIONAL

Ethical marketing and sales professional with years of experience in contributing extensive marketing, account management, and business development acumen to broad-based operations, production, and distribution roles. Exceptional leader and self-starter skilled at developing and implementing effective strategies to enhance sales performance and drive profitable growth. Consummate business and financial analyst adept at identifying and targeting sales opportunities while leading team members to meet or exceed company goals. Proficient communicator and consultant with a proven ability to build and maintain tactical relationships with channel partners, provide high-quality customer service, and deliver effective coaching at production, distribution, and end consumer levels.

Fiscal Responsibility	Project Management	Strategic Planning/Analysis
Risk Management	Service Level Management	Financial Analysis
Program Development	Due Diligence	Interpersonal Skills
Contract Negotiations	Business Development	Professional Development

EDUCATION AND PROFESSIONAL DEVELOPMENT

- ❖ **Master of Business Administration**, University of Texas at El Paso, El Paso, Texas (July - 2015)
- ❖ **Bachelor of Business Administration in Finance**, University of Texas at El Paso, El Paso, Texas (July - 1991)

PROFESSIONAL EXPERIENCE

FANNIE MAE, El Paso, Texas 7/2011 – Present

Business Manager

- Designed and implemented strategic community outreach programs to help families avoid foreclosure while mitigating risk to Fannie Mae.
- Performed intensive market analysis to determine trends and engage target market throughout the West and Southwest including New Mexico, Colorado, Nevada, Seattle, Washington, Oregon and California.
- Manage portfolio of delinquent accounts, throughout the entire country, to rehabilitate loans through customized loan modification programs and repayment plans.
- Selected as company liaison to develop collaborative partnerships with non-profit organizations and coordinate services to move homeowners towards loan rehabilitation.
- Piloted ambassadorship program working with HUD approved non-profit agencies and state funded organizations like Community Development Corporations (CDC) of Los Angeles to qualify homeowners and partner them with lenders.
- Conceptualized and implemented analytical tools to monitor production, boost efficiency and reduce costs.
- Developed a small business plan that modeled streamlined processes for building a more sustainable housing finance system that is able to flourish in varying markets. Rallied the support of various internal and external partners creating buy in and overcoming challenges associated with accepting change.
- Moderated negotiations whenever Spanish representation was needed. Fostered a spirit of trust and cooperation with existing and potential homeowners from diverse economic backgrounds to coordinate the best services based on their individual needs.

ENVOY MORTGAGE LTD., Houston, Texas 4/2010 – 6/2011

Secondary Marketing (Product Manager/Broker Relation)

- Managed all special company niche market projects including Mortgage Revenue Bonds, Down Payment Assistance and Mortgage Credit Certificates.
- Piloted over 40 of the company's special niche programs and nurtured and grew more than 15 Wholesale Lender Relationships.
- Led product development initiatives and roll out of viable profit building programs to link homebuyers with lenders and strengthen relationships with mortgage bankers, brokers and home builders.
- Nurtured new business relationships with Wholesale Lenders, Government Agencies, Community groups and other housing related partners to establish the company as a nationally recognized retail brand.
- Provided front-line representation cultivating broker relationships and implementing programs to reinvigorate a lagging affordable housing market.

PROFESSIONAL EXPERIENCE (continued)**ENVOY MORTGAGE LTD.** (continued)

- Created programs to strengthen the affordable housing markets through sustainable methods that improved quality of life for potential home buyers and minimized risk for lenders.
- Developed and implemented policies and procedures aligned with company strategies to maximize efficiencies and productivity.

WELLS FARGO HOME MORTGAGE, Houston, Texas

12/2009 – 3/2010

Home Mortgage Consultant (HMC)

- Collaborated with branch personnel to cross sell products and services to new and existing clientele.
- Established and developed relationships with contractors and local builders to establish and nurture market for new subdivision project within the city of Houston.
- Conducted strategic analysis on chosen demographics to identify market trends and provide insights on penetrating the market and establishing a profitable foothold.

MCS GENERAL CONSTRUCTION, Fulshear, Texas

7/2008 – 11/2009

Managing Partner

- Oversaw field operations and installations of Closed Circuit Television (CCTV) security systems for Wal-Mart.
- Collaborated with Wal-Mart security personnel to develop and reinforce risk management strategies and ensure minimal impact on daily activities when installing security equipment.
- Partnered with general contractors to ensure adherence to project schedules and safety protocols during all phases of construction.
- Developed relationships with partner contractor, Coliant Solutions, to expand channel marketing opportunities with additional Wal-Mart chains and establish best practices concerning security system installations.

PRIORITY HOME MORTGAGE, Houston, Texas

7/2007 – 4/2008

Senior Lending Loan Officer

- Cultivated profit building relationships with contractors to facilitate home ownership and create a lucrative buyer's market by streamlining the qualification and loan process while mitigating risk to the lender.
- Marketed products and services to a broad geographic territory providing education to new home owners to ensure sustainability.
- Established company image as a premier lender and broadened account portfolio through strategic marketing techniques and collaboration with local builders to grow client base.
- Hosted community fairs, over the weekend, to invite families within underserved markets to learn about home ownership.
- Created a loan pre-qualification tool, using Excel, that allowed real estate and builder selling agents to pre-qualify applicants thereby increasing closing percentages and profit margin; Excel tool was adopted company wide.
- Managed three subdivisions transforming the market and increasing profitability within 2 months.

NEW CENTURY CAPITAL CORPORATION, Houston, Texas

10/2002 – 5/2007

HOME 123 MORTGAGE COMPANY (Formerly Sterling Capital Mortgage /Subsidiary of New Century Corporation)**Secondary Marketing Manager**

- Managed the Product Scenario Desk that maintained a product exception rating of 81% for a \$6 billion, a month mortgage company.
- Spearheaded a vast territory encompassing the entire country and provided comprehensive representation as sales increased from \$400 million per month to \$6 billion per month.
- Assisted production replying to product questions and ensuring the company brand remained in the forefront of market trends, industry shifts and product updates and changes.
- Coordinated product roll out activities with Secondary and production and conducted product trainings.
- Engaged key decision makers within various housing authorities to determine the needs of the market and conceptualize programs that addressed those needs.
- Developed interdepartmental processes enlisting the help of the marketing, loan, underwriter, accounting and finance and shipping department to develop viable products that would be accepted by our customer, Fannie Mae.

PROFESSIONAL EXPERIENCE (continued)**NEW CENTURY CAPITAL CORPORATION/HOME 123 (continued)**

- Designed project plans that addressed program impact and end result to ensure buy-in, acceptance by client and proper program implementation.
- Managed the sales force, providing training and mentoring to ensure due diligence on every sale while managing potential risks.
- Established and maintained new business relationships with government agencies, community groups and other housing partners to promote the Sterling Capital brand within an underdeveloped market. Engaged local community leaders to extend company reach within the affordable housing market.
- Provided supervision and project management for over 40 mortgage revenue bonds and special niche projects mitigating risk of a \$300 million pipeline. Managed project phases from feasibility study to development, implementation and daily management to ensure continued viability and cost effectiveness.

PROFESSIONAL MEMBERSHIPS AND AFFILIATIONS

Board Member, Board of Directors for the El Paso Museum of Arts, Board Member since 2013

Member of the Rio Grande Economic Association at the Federal Reserve Branch of El Paso, Member since 2014

University of Texas at El Paso Alumni, Member since 2001

International Honor Society Beta Gamma Sigma. Member since 2015

YMCA Independence House/Transitional Living, Volunteer