

DATE: January 9, 2007

TO: City Clerk

FROM: Representative Susie Byrd

ADDRESS 2 Civic Center Plaza, 10<sup>th</sup> Floor TELEPHONE 915-541-4996

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

Agenda for the Council Meeting of January 16, 2007

Item should read as follows: Appointment of Ruben Esparza to the Information Technology Advisory Board by  
Representative Susie Bryd, District #2

SPECIAL INSTRUCTIONS: \_\_\_\_\_

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

NAME OF BOARD/COMMITTEE/COMMISSION: Information Technology Advisory Board

NOMINATED BY: Representative Susie Byrd DISTRICT: #2

NAME OF APPOINTEE Ruben Esparza  
(Please verify correct spelling of name)

BUSINESS ADDRESS: 500 Texas Avenue

CITY: El Paso ST: TX ZIP: 79901 PHONE: 915-832-3148

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

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

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

Douglas Chamlee

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

OTHER (SPECIFY): \_\_\_\_\_

EXPIRATION DATE OF INCUMBENT: 09/15/2006

EXPIRATION DATE OF NEW APPOINTEE: 09/15/2008

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

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

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

**QUALIFICATIONS  
SUMMARY**

Technical & Process development for IT services and voice & data networks. Organizing, communicating and enforcing the support processes required to provide quality assurance, accurate network designs, and the dissemination of all information required to implement customer networks correctly and efficiently. Clear understanding of business processes and their driving applications. Identifying, qualifying and closing sales.

**EXPERIENCE**

**AT&T**

*March 2003 – present*

**Technical Sales  
Executive**

Technical Sales Overlay to three Account Managers providing network design & engineering for voice & data networks to the El Paso, TX commercial sector. Design, sell & implement next generation IP solutions. Lead technical consultant for AT&T's suite of products, including TDM, MPLS, Internet, Long Distance, Layer 2 Transport (Frame Relay, ATM, PTP) and telephony equipment & services.

**Darcomm Network  
Supply**

*July 2002 –  
February 2003*

**Government &  
Education Specialist**

Account manager for a Cisco Gold Partner focusing on Government & Education Sales. Directly responsible for the award of a Statewide Purchasing Agreement. Provided hardware & services to the Office of Communications, Albuquerque Public Schools, Belen Schools, Taxation & Revenue, Judicial Information Division and the Department of Health.

**Com-Link LLC**

*August 2000 –  
February 2003*

**Operations  
Manager**

Operations manager selling network & security services, hardware and integration services to customers in New Mexico and El Paso. Generated in excess of \$3M in annual sales. Project management for integration services and HIPPA compliance. Accounts include St. Joseph Healthcare, Lovelace Hospital, University Hospital, RE Thomason, State of New Mexico, Albuquerque Public Schools, El Paso ISD, Comcast.

**Network Architects**

*April 1998–  
August 2000*

**Service Business  
Unit Manager**

Service Business Unit Manager for one of the leading Cisco resellers & integrators in the State of New Mexico. Company revenue increased over 300% in 1999. Directly responsible for the Service Business Unit. Managed the engineering staff and project managers. Responsible for post sales revenue generation, i.e. services and long term support. Developed & implemented business processes to improve the implementation and support of customer networks & increase revenue. Sold to customers in New Mexico & El Paso, TX. Accounts included: State of New Mexico, City of Albuquerque, Bernalillo County, St. Joseph Healthcare, Lovelace Medical Center, Memorial Medical Center, RE Thomason General Hospital, PNM, Ethicon, Albuquerque Public Schools, Furr's, TVI.

January 2007

**Visual Enterprises,  
Inc.**

*April 1988 – April  
1998*

**President**

President, founder & sole owner of the company. The company manufactured & distributed commercial & industrial signage. All sales were business to business. Employed a staff of 21 people. Developed & implemented sales strategies resulting in annual revenue increases averaging over 25%. Managed a team of 4 account managers. Identified & successfully penetrated key target markets: government (all levels), schools & universities, advertising agencies, hospitals, contractors, utilities, the top commercial & industrial employers, transportation companies and property management companies. Sold the company to return to the technology arena.

**Margaux Controls**

*August 1982 -  
January 1988*

**Product Manager**

Product Manager for the MX2000, a building management system. The system was one of three core products for the company. Directly responsible for product development and technical marketing. Developed specifications for front end software package. Drove product through alpha & beta testing to market introduction. Identified customer needs & target markets. Application expert in sales presentations & customer training/post-sale support. Other positions with the company included product marketing engineer, technical support supervisor, field engineering district manager & field engineer

**CIVIC  
INVOLVEMENT**

The Greater El Paso Chamber of Commerce - Board of Directors  
Boys & Girls Clubs of El Paso - Board of Directors  
Leadership El Paso - Class 18  
El Paso Mountain Committee  
Albuquerque Chamber of Commerce

**EDUCATION**

B.S. Electrical Engineering      May 1982      Tulane University

**OTHER**

Spanish, extensive travel, martial arts, hiking, skiing, racquetball.  
References available upon request.

# BOARDS AND COMMISSIONS CITY OF EL PASO

Name: RUBEN ESPARZA District: #2

Home Address: \_\_\_\_\_

Home Phone: \_\_\_\_\_

Business Address: 500 TEXAS AVE EL PASO, TX 79901

Business Phone: 915 832 3148

Length of Residency in the City of El Paso 32 years Birth Date: \_\_\_\_\_

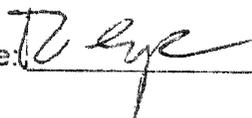
Educational Background: BSEE - TULANE UNIVERSITY 1982  
CATHEDRAL High School 1977

Employment Background: AT&T TECHNICAL SALES EXECUTIVE  
(RESUME ATTACHED)

Volunteerism, Organizations, Community Service, Special Qualifications: \_\_\_\_\_  
LEADERSHIP EL PASO - CLASS 18 ; UNITED WAY  
Allocation committee, past - BOYS & GIRLS CLUBS  
BOARD OF DIRECTOR, EL PASO CHAMBER OF COMMERCE

References (Names & Phone Numbers): BECKY FINESENTLAHN  
DEBBIE ZULOAGA  
KERRY JACKSON

Commissions and Boards in which you are particularly interested: \_\_\_\_\_  
INFORMATION TECHNOLOGY ADVISORY BOARD

Signature: 

Date: 1/9/07

Applications may be submitted to Representative Susie Byrd City Hall, Two Civic Center Plaza, El Paso, Texas 79901. Telephone Number: 541-4996 or fax 541-4348.

07 JAN 10 AM 9:36  
CITY CLERK DEPT.