

DATE: 3-26-07

TO: City Clerk

FROM: City Representative Beto O'Rourke

ADDRESS 2 Civic Center Plaza TELEPHONE 541-4123

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

Agenda for the Council Meeting of April 3, 2007

Item should read as follows: Appointment of Valente F. Saenz to the El Paso Mountain Committee as requested by City Representative Beto O'Rourke, District #8

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

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

NAME OF BOARD/COMMITTEE/COMMISSION: El Paso Mountain Committee

NOMINATED BY: City Representative Beto O'Rourke DISTRICT: 8

NAME OF APPOINTEE Valente F. Saenz  
(Please verify correct spelling of name)

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

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

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

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

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

NAME OF INCUMBENT: Susan Watts

EXPIRATION DATE OF INCUMBENT: 3/06

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

DATE OF APPOINTMENT: 4/3/2007

EXPIRATION DATE OF NEW APPOINTEE: 4/3/2009

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

# VALENTE F. SAENZ

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## OBJECTIVE

**An executive position in El Paso, TX where my Sales, Marketing and Management experience together with my negotiation and leadership skills can enhance visibility, sales and profits of the Organization**

## EXECUTIVE SUMMARY

More than 20 years of diversified and progressive experience in the areas of sales and marketing within the International Banking, Radio Advertising, Transportation, Raw materials and Housing Development industries. Highly knowledgeable in preparing proposals and negotiating, successfully, at the several levels of the Mexican government agencies. Results oriented leader and team player with excellent communication skills and an ability to clearly present information in oral, written and visual format, in both English and Spanish.

## SELECTED ACCOMPLISHMENTS

- Increased the sales price of radio spot per second by 89.21% in a two-year period, with an increase in revenues from \$3.05 to \$4.87 million.
- Sold 305 homes in two months with \$7.00 million revenue with a remaining of 700 pre-approved mortgage credit applications to be used for future house sales.
- Promoted Banco International share position in the Export & Import financial services market, from the 16<sup>th</sup> to the 5<sup>th</sup>, in one year.
- Obtained an initial three-year approval, from the Mexican Federal Government, to exploit one million metric tons of silica sand with a \$10 million market value, with a possible ten-year extension.
- Obtained the approval permit for 1,200 trucks; to operate legally within a trade zone of Juarez, MX and El Paso, USA successfully saving millions in lost commerce.
- Elected as President, International Banking Committee for three years, representing the principals and largest international banking department of El Paso, USA and Juarez, MX.

## PROFESSIONAL WORK EXPERIENCE

**DESARROLLOS INTEGRALES INMOBILIARIOS, Juarez, MX** 2005 – Present

### Project Manager

Helping the effort to develop and plan a 370,432 sq. ft. mixed-use shopping center "Plaza Consulado". Currently in its initial stage, this center will market products and services to thousands of international visitors requesting Visa permits at the upcoming US Consulate. In this position, and at this early stage, I have already been able to recruit interest from multi-national outlet distributors and establish negotiations to build a Best Western franchise hotel.

**PRUDENTIAL BKB, El Paso, TX** 2004 – Present

### Part-Time Real Estate Agent

Sales agent with active license in the state of Texas. Focusing less than 16 hours per week, I have had constantly increasing sales which total more than \$2,000,000 to-date.

**WINDOW CONCEPTS, El Paso, TX** 2003 – 2004

### Financial Consultant

Developed a strategic plan to increase sales and establish lines of credit. Supported the development of a new business-to-business horizontal strategy with MEBEL RUST USA to sell custom kitchens to the new high-end house market of El Paso, Juarez and Chihuahua.

**GRNE, Juarez, MX / El Paso, TX** 1999 – 2003

### Radio Advertising Sales and Marketing Director

Created and established a sales process, rate and operation policies and procedures. Established the vision of a Radio Advertising Consultant. Responsible for revenue in seven of the largest radio stations in northern Mexico.

- Increased sales from \$3.05 million to \$ 4.87 million.
- Increased 89.21% sales price of radio spot per second.
- Expanded direct sales that resulted in increased earnings by 25%.

# VALENTE F. SAENZ

## PROFESSIONAL WORK EXPERIENCE – Continued

**Dunes Project, Juarez, MX** 1998 – 1999  
**Project Manager**

Prepared the necessary studies for the several levels of the Mexican government agencies to develop an international company for the industrialization of the silica sand in the State of Chihuahua, Mexico. Established a vision to transform silica sand into components and raw materials need it by American industrial companies (Twin plants) established in northern Mexico.

- Successfully obtained an initial three year permit to exploit the silica sand land for up to a million metric tons with a market value of ten dollars per metric ton and a possible ten year permit extension.

**ECO 2000, Juarez, MX** 1996 – 1998  
**Financial Consultant**

Acted as top negotiator for troubled financial housing developer. Successfully represented the developer in the negotiations with the Mortgage Company by creating an agreement to sale 500 houses. Lobbied to obtain financial assistance from the Mexican Federal Government for 500 low-income families. Responsible for the planning, organizing and executing the promotion and sales tasks.

**ATCJ, Juarez, MX** 1994 – 1996  
**Transportation Group Representative / Financial Consultant**

Served as top negotiator for 20 trucking companies. Lead the group to prepare a proposal and lobby to the Mexican Federal Government Agencies to allow the legalization of more than 1,200 trucks operating without proper documentation in the northern border of Mexico. Successfully obtained special plates to allow the 1,200 truck to legally operate within the trade zone of El Paso, TX and Juarez, MX. Assisted and prepared their financial records and statements to effectively acquire a million dollar line of credit.

**ECO 2000, Juarez, MX** 1992 – 1994  
**Senior Sales Director / Financial Consultant**

Responsible for the planning, organization and execution of the promotion and sales of 1,754 homes.

- Sold a record 305 houses in two months at the end of 1993, with total revenue of \$7 million.
- Developed the first company with the ability to process 1,000 mortgage applications per month through the Mexican Federal Government Housing Financial Services.

**International Banking Experience** – 1992

Several years of management and executive experience in the Banking industry prior to 1992 by holding the following positions:

- Senior Vice President International Banking, BANCRECER Bank (1992 – 1985)
- Regional Manager International Banking, SERFIN Bank (1985 – 1981)
- Regional Manager International Banking, BANCO INTERNACIONAL (1981 – 1979)
- Regional Manager and Manager of International Banking, SERFIN Bank (1979 – 1972)

## TECHNICAL SKILLS

Knowledgeable with the following software packages

- MS Office, Word, Excel and PowerPoint
- MS Project, MS Outlook
- MS Visio, Flow Charter
- MS Windows 95/98/2000/NT/XP

## EDUCATION

Business Administration and Finance course work, The University of Texas at El Paso  
Accounting Associate's Degree, Commerce & Business Administration College, Juarez, MX