

DATE: July 20, 2010

TO: City Clerk

FROM: Mayor John F. Cook

ADDRESS 2 Civic Center Plaza 10<sup>th</sup> Floor, El Paso, TX TELEPHONE 915-541-4145

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

Agenda for the Council Meeting of July 27, 2010

Item should read as follows: Re-appointment of Martha Cooper to the Revolving Loan Fund Board by Mayor John F. Cook.

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

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

NAME OF BOARD/COMMITTEE/COMMISSION: Revolving Loan Fund Board

NOMINATED BY: John F. Cook DISTRICT: Mayor

NAME OF APPOINTEE Martha Cooper  
(Please verify correct spelling of name)

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

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

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

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

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

NAME OF INCUMBENT: Martha Cooper

EXPIRATION DATE OF INCUMBENT: 04/26/2009

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

CITY COUNCIL APPROVAL DATE: 07/27/2010

TERM BEGINS ON : 04/25/2009

EXPIRATION DATE OF NEW APPOINTEE: 04/26/2011

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

# MARTHA COOPER

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My interest in helping other entrepreneurs achieve their goals comes from my experience in business development and starting my own business. My commitment as Revolving Loan Fund Board Member will be to serve El Paso and the business community for mutual success.

## AREAS OF EXPERIENCE

- BUSINESS DEVELOPMENT
- ENTREPRENEURSHIP
- MARKETING

## BUSINESS DEVELOPMENT AND STRATEGIC PLANNING

Founded Imaging El Paso, now a 3 year old Radiology company dedicated to innovation in imaging.  
Merck and Company – Business Development for Fosamax, Medical Education Manager for the United States for Fosamax, Sales.

## ENTREPRENEURSHIP

- President and CEO Imaging El Paso.
- Business Development for Merck and Company
- Administrator for Southwest Osteoporosis Diagnostic Center later purchased by Providence Memorial Hospital

## MARKETING AND SALES

- Merck and Company – Sales of Fosamax and Bone Density use. Managed Medical education for the US in Lansdale, PA. Worked closely with Marketing and Legal teams to develop strategies to sell to and educate physician speakers on new studies regarding Fosamax use. Sales El Paso, New Mexico, Southern Colorado
- Marketed Providence Women's Center/Laboratory.
- Marketed and Managed Southwest Osteoporosis Diagnostic Center.

## EMPLOYMENT HISTORY

2005-Present     Imaging El Paso, President and CEO, El Paso, TX.  
1995-2005       Merck and Company  
1991-1995       Providence Memorial Hospital, El Paso, TX.  
1989-1991       Southwest Osteoporosis Diagnostic Center.

## EDUCATION

University Texas at El Paso  
Bachelor of Science 1979, Master of Science, 1983.

## LANGUAGES:

Fluent in Spanish

## INTERESTS:

Business, singing (opera), dancing, gardening, real estate, entrepreneurship.