

DATE: August 22, 2013

TO: City Clerk

FROM: Representative Larry Romero

ADDRESS: 300 N. Campbell, District 2 TELEPHONE 915-541-4416

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

Agenda for the Council Meeting of September 10, 2013

Appointment of Soledad Basoco to the City Accessibility Advisory Committee by City

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

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

NAME OF BOARD/COMMITTEE/COMMISSION: City Accessibility Advisory Committee

NOMINATED BY: Representative Larry Romero DISTRICT: 2

NAME OF APPOINTEE Soledad Basoco  
(Please verify correct spelling of name)

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

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

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

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

CITY: El Paso ST: TX 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: Olivia Chavez

EXPIRATION DATE OF INCUMBENT: 08/11/2013

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

DATE OF APPOINTMENT: 09/10/2013

TERM BEGINS ON : 08/12/2013

EXPIRATION DATE OF NEW APPOINTEE: 08/11/2015

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

## SOLEDAD BASOCO

### Summary

Extensive experience in Sales and Marketing with comprehensive knowledge of marketing and advertising. Skilled at identifying un-tapped, non-traditional markets and drilling down to reach them by utilizing creative strategies. Ability to recognize the importance of creating strategic political and social relationships.

### Account Executive, Wells Fargo Insurance Services of Texas, El Paso, TX – May 2006-Present

- Responsible for developing new business clients in the area of corporate employee benefits;
- Successfully validated from salary to commission within two years;
- Recognized for sales by Leading Producers Roundtable with national Golden Eagle award;
- Recognized for sales by Texas Association of Insurance Professionals with statewide Lone Star Leader award.
- Completed Dynamics of Selling training by the Alliance Institute;
- Studied for, and earned Advance Charter Benefit Consultant designation.

### Director, Sales and Marketing, El Paso First Health Plans, El Paso, TX - April 2001 – May 2006

#### Responsibilities

- Hired, trained, and supervised staff toward successful completion of department and company goals;
- Worked with sales brokers to successfully present and sell group health benefits.
- Overcame market objections and succeeded in growing start up commercial product line.
- Coordinated and supervised over 70 annual community outreach events;
- Served as company spokesperson through television, radio and print interviews conducted in English and in Spanish;
- Served on state mandated, Quality Assurance Committee;
- Received Fraud, Waste and Abuse training from the Office of the Inspector General;
- Wrote and maintained applicable policies and procedures to ensure compliance with all pertinent regulatory agencies.

#### Successfully supervised the marketing and advertising for various company product lines to include:

- **Premier Plan (Medicaid):** Created corporate brand identity. Devised and implemented marketing and outreach strategy for launch of Medicaid product, resulting in total membership growth from 10/01-2/06 of 44,500 new members. Ensured company compliance with Health and Human Services Commission (HHSC) regulations.
- **Group Health Insurance (large and small):** Developed the design of product and marketing strategies for launch of commercial product line. Hired and trained sales staff and developed relationships with independent sales brokers. Ensured compliance with Texas Department of insurance regulations. Second year efforts resulted in a growth in yearly revenue from \$127,368 in FY 2004 to \$4.6 Million in FY2005.
- **Preferred Administrators (TPA):** Supervised all necessary marketing functions and performed duties of project manager for the successful launch of Preferred Advantage Third Party Administrative Services. Spearheaded the successful launch of product to include the smooth transition and education for 3,600 initial clients. Coordinated provider and member orientation.
- **Children's Health Insurance Program (CHIP)** Created top of mind awareness of CHIP in order to maintain command of market share in a highly competitive environment. Created and implemented competitive outreach strategies resulting in an average 87% re-enrollment rate.
- **Health CARE Options (indigent care program):** Implemented strategy for educating members, providers, and community stakeholders on program benefits. Envisioned and supervised the creation of collateral material for HealthCARE Options program to include logo design, printing of member handbook, provider directory, member education pieces and enrollment reminder postcards to help grow and maintain target membership of 7,000.
- **Physicians First (practice management):** Envisioned and supervised the creation of logo and collateral material for Physicians First Practice Management. Worked with staff of Physicians First to assist in its mission of recruiting doctors and promoting Pediatric Night Clinics. Created marketing campaigns for

- variety of clients that resulted in increased practice revenue. Organized and supervised grand openings and coordinated publicity.
- **Premier Advantage (Medicare Advantage):** Created name and all collateral material in preparation of launch of Premier Advantage Medicare Advantage program. Received necessary training from the Center of Medicare and Medicaid Services (CMS) to maintain compliance with CMS regulations. Worked with implementation team to prepare for CMS site visit, resulting in contract award. Prepared marketing strategy and budget to compete with six Medicare plans entering the marketplace.

#### **Director, Retail Marketing, Hispanic Broadcasting Corp., El Paso, TX – 2000-2001**

- Directed the planning, organization and management of retail promotions and events for the largest Spanish language broadcasting group in the U.S.
- Developed and implemented unique and creative marketing campaigns to reach the Hispanic market and increase client revenue.
- Implemented broadcast medium to maximize attendance of keystone events such as Cinco de Mayo and Fiesta de las Flores festivals.
- Managed non-traditional revenue sales staff of five.

#### **Education**

Ysleta High School, Diploma, University of Phoenix, Bachelor of Science, Business Administration, GPA 3.92

#### **Strategies and Strengths**

- Ability to grasp big picture and self motivate to achieve results.
- Ease of communicating with broad based demographics.
- Strong belief in relationship based selling.
- Hunger for knowledge and perfection.
- Boundless enthusiasm and passion for winning.

#### **Community and Civic Involvement**

- **County of El Paso Risk Pool** past chairperson, appointed
- **Leadership El Paso Class XXVIII** member, selected through rigorous application and approval process
- **Medical Center of the Americas Cabinet (MCA)** appointed
- **EPISD Bond Accountability Committee**, appointed
- **Las Palmas Women's Advisory Board** member, nominated by Terri Wyatt, Director of Marketing
- **Women's Executive Forum**, immediate past president
- **El Paso Children's Day Care Center**, vice-president
- **Amigo Airsho**, Board Member, former Vice-President of Grounds

#### **Skills and Professional License(s)**

- Fluent in English and Spanish
- Group 1 Insurance License (California, Nevada, New Mexico, Texas)
- Proficient in MS Office Suite