



Board Appointment Form

City Clerk's Office

REVIEWED

By City Clerk's Office at 4:12 pm, May 14, 2024

Appointing Office	Representative Henry Rivera, District 7
Agenda Placement	Consent
Date of Council Meeting	05/21/24
Name of Board	Veterans Affairs Advisory Committee
Agenda Posting Language	
Appointment of Miguel (Mike) Rosales to the Veterans Affairs Advisory Committee by Representative Henry Rivera, District 7.	
Appointment Type	Regular
Member Qualifications	
See Resume	
Nominee Name	Miguel (Mike) Rosales
Nominee Email Address	
Nominee Residential Address	
Nominee Primary Phone Number	
Residing District	District 7
City Employed Relatives	N/A
Board Membership	
N/A	
Real estate owned in El Paso County	
Previous Appointee	Jusitn Rotti
Reason for Vacancy	Term Expired
Date of Appointment	05/21/24
Term Begins On	05/21/24
Term Expires On	05/20/28
Term	First Term

MIGUEL ROSALES

PROFESSIONAL SUMMARY

Successful and seasoned insurance professional with expertise in providing wide range of high-quality insurance solutions. Possesses deep knowledge of insurance industry with extensive experience assessing customer risk and providing tailored solutions to meet needs. Adept at building trust with clients, providing guidance and financial advice, and delivering outstanding service to the community.

I have been married to my wife Cecilia for 58 years, and am a father of 5, grandfather and great grandfather.

SKILLS

- Client Relations
- Client Retention
- Customer Service
- Account Management
- Operations Management
- Asset protection expertise
- Client needs analysis
- Life Insurance
- Policy Knowledge
- Territory expansion
- Business Planning
- Industry Regulations
- Professionalism and Ethics

WORK HISTORY

04/1971 to Current

Insurance Agent

State Farm – El Paso, TX

- Increased client satisfaction by providing personalized insurance solutions tailored to individual needs.
- Built strong relationships with clients through consistent communication and excellent customer service.
- Expanded client base by actively prospecting for new business opportunities and generating referrals.
- Efficiently managed policy renewals, ensuring timely processing and accurate coverage updates.
- Streamlined administrative tasks, improving overall office efficiency and productivity.
- Resolved complex claims issues, advocating on behalf of clients to ensure fair settlements.
- Developed comprehensive knowledge of various insurance products, enabling effective recommendations for clients' unique situations.
- Conducted thorough policy reviews with existing clients, identifying gaps in coverage and offering additional protection options when necessary.
- Educated clients on the importance of adequate insurance coverage, fostering trust

and loyalty among the existing client base.

- Established a solid reputation within the community as a knowledgeable and reliable resource for all things insurance-related.
- Maintained accurate records of all transactions, ensuring compliance with company policies and regulatory requirements.
- Assisted clients in navigating the often complex claims process, ensuring they received fair and timely resolutions.
- Built relationships with clients using active listening and issue resolution to provide excellent service.
- Maintained high standards of customer service by building relationships with clients.

10/1992 to 03/2003 **Agency Manager**

State Farm Insurance – Dallas, TX

- Increased agency revenue by implementing effective sales strategies and coaching team members on best practices.
- Developed strong relationships with key clients, resulting in increased client satisfaction and retention rates.
- Streamlined internal processes to improve overall efficiency and reduce operating costs for the agency.
- Recruited trained, and mentored a high-performing team of insurance agents, fostering professional growth and development.
- Collaborated with cross-functional teams to develop innovative products and services tailored to customer needs.
- Achieved consistent year-over-year growth in both revenue generation and client acquisition through strategic planning and execution.
- Established clear performance metrics for the team, providing regular feedback and coaching to drive continuous improvement.
- Maintained compliance with industry regulations by conducting regular audits of policies, procedures, and employee practices.
- Led monthly team meetings to review performance metrics, address challenges, and celebrate successes as a cohesive unit.
- Optimized resource allocation by monitoring agent productivity levels and adjusting staffing as needed for maximum efficiency.
- Leveraged technology platforms for efficient management of client accounts, policy changes, claims processing, and billing inquiries.
- Facilitated open communication channels within the agency environment that promoted collaboration towards shared goals among staff members.

08/1988 to 02/1992 **Agency Consultant**

State Farm – Dallas, TX

- Developed and implemented successful sales strategies for increased revenue and market share in the insurance sector.
- Managed a team of insurance agents, providing training and support to maximize sales performance and customer service quality.

- Collaborated with cross-functional teams to develop new insurance products tailored to specific target markets.
- Evaluated risk profiles for clients, ensuring appropriate levels of coverage while minimizing potential losses for the company.
- Maintained strong relationships with key industry partners, leading to valuable networking opportunities and advantageous collaborations.
- Monitored industry trends, adjusting pricing models accordingly to maintain competitiveness within the market landscape.
- Spearheaded projects aimed at improving operational efficiency across various functional areas within the organization.
- Ensured compliance with all regulatory requirements by staying up-to-date on changes in legislation affecting the insurance industry.
- Analyzed business processes to identify cost savings and operational efficiencies.
- Supported financial director with special projects and additional job duties.
- Complied with established internal controls and policies.
- Designed and maintained financial models to identify and measure risks.
- Reviewed historical records, current operational data and forecasting information to identify and capitalize on system enhancement opportunities.

EDUCATION

05/1966 **BBA**
Texas Western College - El Paso, TX

05/1961
El Paso High School - El Paso, TX

MILITARY SERVICE

- Drafted into United States Army- Infantry - 1966 - 1968, 3rd Corps Artillery Command, Ft. Sill Oklahoma
- Officer Candidate School - July 1967
- Deployed to Vietnam - July 1968 - 1969
- Completed Service with rank of Captain - 1970

COMMUNITY INVOLVEMENT

- Leadership El Paso
- YMCA Metro Board
- Sun Bowl Association Advisory Board
- LULAC
- Project Amistad
- Hispanic Chamber of Commerce - Founding Member
- UTEP Alumni Association Board
- Board of First Tee
- State Farm Political Action Network

- YISD School Board
- El Paso Central Appraisal District
- Mexican American School Board Association

PERSONAL STATEMENT

I enrolled for VA Benefits over 3 years ago due to a change in my body. For 50 some years I heard the horror stories of veterans of how they were treated, and I was very hesitant to even enroll.

I am currently declared disabled, certain ailments have been ignored and I continue to struggle to attain compensation with issues that originated while in military duty. It has not been easy to deal with the bureaucracy and inefficiency of the VA, not to mention some arrogance along the span of these past years.

I want to serve with the sole intension of assisting other veterans that need help. I am honored to even be considered.