



Board Appointment Form

City Clerk's Office

Appointing Office	Representative Josh Acevedo, District 2
Agenda Placement	Consent
Date of Council Meeting	07/02/24
Name of Board	Regional Renewable Energy Advisory Council
Agenda Posting Language	
Appointment of Federico Sosa to the Regional Renewable Energy Advisory Council by Representative Josh Acevedo, District 2	
Appointment Type	Regular
Member Qualifications	
Mr. Sosa is a constituent in the city of El Paso and demonstrates experience in industry, innovation, and economic development. He has led international business development through strategic planning and holds interest in matters related to renewable energy strategy and industry development.	
Nominee Name	Federico Sosa
Nominee Email Address	
Nominee Residential Address	
Nominee Primary Phone Number	
Residing District	District 1
City Employed Relatives	N/A
Board Membership	
N/A	
Real estate owned in El Paso County	
N/A	
Previous Appointee	Joel R. Calderon
Reason for Vacancy	Term Expired
Date of Appointment	07/02/24
Term Begins On	03/03/24
Term Expires On	03/03/26
Term	First Term

Executive with over 35 years of experience, skilled in global sourcing, cross-cultural management, and strategic sales growth. Proven track record in driving market penetration and enhancing profitability through innovative strategies and effective team leadership. Seeks to apply extensive expertise in a forward-thinking government agency to advance business objectives and promote economic development.

Employment history

Business Unit Sales Manager, West Rock, 2014 - Present

El Paso, Texas

- Lead sales team to surpass volume and profit goals through new and existing account growth.
- Develop sales strategy with Business Unit Sales Manager to align with strategic goals.
- Implement processes, training, and tools to achieve business unit objectives.
- Manage sales pipeline and monthly performance reviews to drive results.
- Mentor and onboard new sales team members to ensure productivity and growth.
- Spearheaded a sales initiative that expanded market reach and enhanced client retention.
- Pioneered a data-driven sales strategy that realigned the business unit's focus and increased efficiency.
- Fostered a team-oriented environment that enhanced skill development and performance.
- Optimized sales processes through rigorous analysis of market trends and team performance metrics.
- Championed the adoption of innovative sales tools that drove revenue growth and operational excellence.
- Initiated a CRM system integration to enhance tracking and customer engagement.

Sales Manager, ReadyOne Industries, 2012 - 2014

El Paso, Texas

- Led Board meetings, improved decision-making; enhanced reporting accuracy, precise decisions.
- Negotiated vendor terms, better pricing; sourced new vendors, improved procurement.
- Hired and trained sales reps, built skilled team; elevated performance, increased market reach.
- Developed marketing strategies, drove sales; increased market penetration, brand visibility.
- Coordinated exports, ensured efficient logistics; streamlined operations, reduced costs.
- Streamlined team workflows, increasing operational efficiency by 20%.
- Introduced AI-driven analytics to enhance sales forecasting accuracy.
- Mentored junior managers, improving leadership across the department.
- Orchestrated a strategic shift towards digital markets, boosting brand presence.
- Refined customer service protocols, enhancing client satisfaction rates.
- Optimized CRM processes, boosting data accuracy and customer engagement.

Vice President, Sales, Textape, 1999 - 2012

El Paso, Texas

- Hired, supervised, and trained 40 sales and office staff, boosting team efficiency.
- Established product distribution in 5+ regions, increasing sales by 8% annually.
- Developed marketing strategies, enhancing product competitiveness and market share.
- Oversaw legal and operational setup in Mexico, ensuring compliance and smooth operations.
- Mentored foreign executives, improving cross-cultural management and collaboration.
- Drove 8% annual sales growth by spearheading market expansion strategies.
- Introduced new bonded warehousing services to boost international trade efficiency.
- Expanded company footprint in Mexico, enhancing regional market penetration.
- Optimized product lines for competitive advantage in the Mexican market.
- Mentored executives to foster cross-cultural management skills and operations.
- Pioneered integration of AI tools to refine sales tactics, leading to a 10% efficiency gain.

Employment history

Owner, Southwest International Supplier, 1996 - 1998

El Paso Texas

- Led international business development, driving annual sales from zero to \$100K through strategic planning.
- Managed US-Mexico communications, fostering cross-cultural relations and enhancing operational efficiency.
- Developed and executed comprehensive business strategies, ensuring meticulous implementation and measurable results.
- Boosted annual sales to \$100K through strategic US-Mexico partnerships.
- Introduced novel international strategies, expanding market footprint.
- Managed strategic planning with precision, ensuring flawless execution.
- Developed cross-cultural initiatives enhancing international synergy.
- Analyzed market trends to guide strategic international business decisions.
- Pioneered market entry strategies that diversified client base.

Executive Director for the Northern Mexico office, Government of the state of Chihuahua, 1993 - 1996

Cd. Juarez, Mexico

- Led HR, operations, and finance, managing 200 employees, enhancing departmental efficiency
- Promoted and selected high-level management, ensuring optimal team performance
- Developed and implemented public financial systems, increasing transparency
- Facilitated fund transfers to employee accounts, improving financial operations
- Collaborated with staff to understand capabilities, driving measurable results
- Spearheaded HR, finance, and operations integration, boosting cross-departmental synergy.
- Enhanced operational efficiency by fostering employee skills recognition and apt deployment.
- Launched transparent financial systems, increasing public trust and accountability.
- Oversaw precise fund transfers, ensuring accuracy in employee payments.
- Cultivated leadership through strategic promotions and high-level management selections.
- Pioneered initiatives for workforce digital literacy, enhancing operational agility.

Operations Manager, Industrial Park (PIMSA), 1989 - 1993

Cd. Juarez, Mexico

- Conducted socio-economic studies, ensuring financial credit for companies, fostering business growth.
- Collaborated with governmental banks to secure funding, enhancing industrial park development.
- Acted as liaison between authorities and businesses, ensuring compliance with investment requirements.
- Prepared companies for foreign investments, facilitating cross-border economic expansion.
- Boosted cross-border investment compliance, enhancing company readiness for foreign markets.
- Streamlined interactions with government banks to secure financial support for businesses.
- Fostered strategic partnerships between businesses and government, paving the way for growth.
- Monitored socio-economic trends to guide the park's strategic planning and operations.
- Provided critical liaison support, ensuring smooth negotiations between businesses and authorities.
- Analyzed financial data to optimize investment strategies, boosting park's economic health.

Education

University of Texas at El Paso (UTEP), El Paso, Texas, 1988 - 1988

BBA

Major in Economics and minor in Marketing

Skills

Business Travel

Communication

Cross-Cultural Management

Customer Relations

Economic Development

Financial Strategies

Global Sourcing

Goal Oriented

Skills

Highly Motivated	Investments Strategies	Legal Compliance	Marketing Strategies
Negotiations	Product Research	Sales Growth	Sales Training
Presentations			

Languages

Spanish

Additional information

Professional Affiliations

- Partner/Founder and current board member of The Network Association of Entrepreneurs and Executives based in El Paso, Texas
- Partner/Founder member of Rotary Club Camino Real in El Paso, Texas

Computer Skills

- Proficient in Microsoft Word, Excel, and PowerPoint.
- Experience in internet research