



Board Appointment Form

City Clerk's Office

Appointing Office	Chris Canales, District 8
Agenda Placement	Consent
Date of Council Meeting	04/29/25
Name of Board	Museums and Cultural Affairs Advisory Board
Agenda Posting Language	
Appointment of Bianca de Leon to the Museums and Cultural Affairs Advisory Board by Representative Chris Canales, District 8.	
Appointment Type	Regular
Member Qualifications	
Please see resume.	
Nominee Name	Bianca de Leon
Nominee Email Address	
Nominee Residential Address	
Nominee Primary Phone Number	
Residing District	District 1
City Employed Relatives	N/A
Board Membership	
City Plan Commission from February 2022 - June 2022	
Real estate owned in El Paso County	
Previous Appointee	Beth Leffler
Reason for Vacancy	Term Expired
Date of Appointment	04/29/25
Term Begins On	10/01/23
Term Expires On	10/01/27
Term	Unexpired Term



Offering expertise in project management, strategic planning, and community engagement.

Insightful and success-driven professional with expertise and experience in philanthropy, non-profit initiatives, client management, and objective setting. Skilled in creating strategies to acquire funding and refining program elements to promote ongoing growth and expansion. Engaging communicator able to build and maintain strong relationships with stakeholders and partners, as well as create and lead committees/cohorts. Experience leading communications campaigns, reviewing developing materials and providing thoughtful feedback, managing diverse teams, and synthesizing data.

Core Competencies

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| <ul style="list-style-type: none">• Grant-Making Strategies• Program Development• Foundations / Non-profits• Grant Management | <ul style="list-style-type: none">• Objective-Setting / Goals• Strategic / Actionable Planning• Local / Executive Partnerships• Qualitative / Quantitative Analysis | <ul style="list-style-type: none">• Project Management• Policy / Procedural Design• Fund Allocation / Budgeting• Strategy / Team Development |
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Professional Experience

<p>PROGRESS321, El Paso, TX</p> <p>Executive Director</p>	<p>Nov. 2024 - Present</p>
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Lead and manage all aspects of the organization’s operations and business development. Maintain strong, professional relationships with Board members and provide leadership to ensure their full engagement. Responsible for ensuring that the mission of unifying a professional ecosystem to provide access and placement to create a better quality of life in our region is a daily reality.

- Lead the planning, development and execution of all organizational projects and events.
- Manage all aspects of the organization’s finances.
- Build relationships with local, state, regional and federal government bodies to influence advocacy efforts.
- Develop and grow membership base, including efforts in Ciudad Juarez and Las Cruces.

<p>ZELIE CONSULTING LLC., El Paso, TX</p> <p>Non-profit Consultant</p>	<p>2021 - Present</p>
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Lead numerous high-impact projects encompassing program management, process development, and strategic planning, to achieve their mission. Significantly enhanced organizational capacity, energized Board engagement, and achieved key program objectives. Contribute to the organization’s long-term sustainability by leveraging the client’s expertise to strengthen the organization's capacity, effectiveness, and resilience.

- Guide organizations to develop a clear, actionable strategic plans with long-term objectives, and strategies.
- Develop strategies for recruiting diverse and skilled board members who can contribute to growth and stability.
- Facilitate board retreats/workshops to enhance engagement, strategic thinking, collaboration.
- Oversee end-to-end project management; build and maintain relationships to achieve collective goals.

PASO DEL NORTE HEALTH FOUNDATION, El Paso, TX

2012 - 2021

Program Officer

Focused on community health efforts by spearheading multiple public health initiatives from the original concept and planning to successful launch. Reliable source of technical support for grantees and community partners, which increased organizational capabilities and effectiveness. Expanded efforts by introducing a framework to create a binational community network of more than forty-five community partners and programs.

- Lead contact on policy development, communications campaigns and strategic design of initiatives.
- Reviewed high volume of incoming proposal requests and provided funding recommendations to Board of Directors.
- Restructured the grant process for higher efficiency and led grants management team.
- Built an initiative from the ground up, expanding to more than a \$3M portfolio with 20 binational grantees.

GIRL SCOUTS OF THE DESERT SOUTHWEST, El Paso, TX

2012

Fund Development Manager

Added value at all stages of regional fundraising campaigns across West Texas and southern New Mexico including all planning, logistics coordination, staffing, and project management. Utilized technical expertise to customize marketing tools with features that directly supported fund development. Increased engagement and funding by coordinating and executing engaging events geared towards alumni, potential new partners, and repeat donors.

- Maximized awareness of upcoming initiatives by streamlining communication with stakeholders.
- Secured \$100K+ from first-time funders; gained clarity on program objectives to increase fundraising.

SAN MIGUEL HIGH SCHOOL, Tucson, AZ

2010 - 2011

Associate Director

Took charge of the student-employee workforce and provided top-tier training for more than 300 high school students. Spearheaded program development and collaboration with the staff including structure, policies, procedures, objectives, and strategies for a successful launch. Positioned students to thrive by scheduling orientations to get them acclimated to their new positions.

- Promoted cohesive collaboration among academic departments and the work program.
- Developed and launched the Corporate Internship Student Advisory Committee.
- Lead staff for hiring and termination of all student employees.

Volunteer Experience

Board Member | Kelly Center for Hunger Relief (2024 – Present)

Advisory Board Member | Trinity First Day School (2021 – Present)

Board of Directors Member | Texas Alliance of Boys & Girls Clubs (2022 – 2024)

Board of Directors Member | Better Business Bureau Paso del Norte (2017 - 2020)

Education & Certifications

Master of Arts, International Education | SIT Graduate Institute, Brattleboro, VT

Bachelor of Arts, International Education, Latin American Studies | St. Edwards University, Austin, TX

Certificate of Non-profit Board Consulting | BoardSource

Change Management Certificate | University of Texas at Austin (expected March 2025)

Bianca De Leon

February 4, 2025

Dionne Mack, City Manager
City of El Paso

Subject: Statement of Interest for Museums and Cultural Affairs Board

Dear Ms. Mack,

I am writing to express my interest in serving on the **Museums and Cultural Affairs Board**. As a native El Pasoan with extensive experience in **nonprofit leadership, program funding, and cross-cultural collaboration**, I am deeply committed to fostering the growth and sustainability of El Paso's arts and cultural landscape.

Throughout my career, I have worked to **secure and manage multimillion-dollar grant portfolios**, including my role as **Program Officer at the Paso del Norte Health Foundation**, where I expanded initiatives across a binational network of over 45 partners. In my current role as **Executive Director of Progress321** and as a **nonprofit consultant**, I specialize in **strategic planning, program sustainability, and community engagement**, all of which are critical to advancing cultural initiatives in El Paso.

My experience living in **Massachusetts, Vermont, Arizona, and Oaxaca, Mexico**, coupled with my work in **binational partnerships**, has provided me with a **unique perspective on cultural preservation and arts-driven economic development**. I am passionate about leveraging my expertise to **enhance accessibility to arts and culture, promote diverse representation, and strengthen cross-border collaborations** that benefit the region.

I would be honored to contribute my knowledge and experience to the **Museums and Cultural Affairs Board** and help shape initiatives that celebrate El Paso's rich cultural heritage while ensuring sustainable growth for future generations. Thank you for your time and consideration. I look forward to the opportunity to serve.

Sincerely,



Bianca De Leon