



Board Appointment Form

City Clerk's Office

Appointing Office	Deanna Maldonado-Rocha, District 3
Agenda Placement	Consent
Date of Council Meeting	08/19/25
Name of Board	Animal Shelter Advisory Committee
Agenda Posting Language	
Re-appointment of Sandra DiFrancesco to the Animal Shelter Advisory Committee, by Representative Deanna Maldonado-Rocha, District 3.	
Appointment Type	Regular
Member Qualifications	
See resume.	
Nominee Name	Sandra DiFrancesco
Nominee Email Address	
Nominee Residential Address	
Nominee Primary Phone Number	
Residing District	District 3
City Employed Relatives	N/A
Board Membership	
Animal Shelter Advisory Committee	
Real estate owned in El Paso County	
N/A	
Previous Appointee	N/A
Reason for Vacancy	Term Expired
Date of Appointment	08/19/25
Term Begins On	06/23/25
Term Expires On	06/25/29
Term	Second Term

SANDRA DIFRANCESCO

Dear City Representative Deanna Maldonado Rocha:

Please consider this letter of introduction as an expression of my interest in continuing to serve on the Animal Shelter Advisory Committee. My résumé is enclosed for your review and consideration.

My background includes serving on the Humane Society of El Paso Board of Directors for 6 years. I completed my second 3-year term at the end of December 2017. During my 6 years, I was appointed by the Board President to Chair two committees; Volunteer and Community Outreach and Animal Health and Welfare Committees. Another important committee I was so proud to serve on was the initial and complete renovation of the cat room. I attended American Pets Alive 3-day conference in Austin, Texas (2012) to learn and share ideas with fellow Board members regarding the no kill movement in partnership with city Animal Services. Also had the privilege to join the Board President in September 2016 to visit Austin Pets Alive! and met with Executive Director Dr. Ellen Jefferson regarding the model of a no kill community and the implementation, budget of new programs to save more lives. It was truly an honor to serve on the board for The Humane Society of El Paso because of my passion and love for all animals. This gave me the opportunity to be the voice for the vulnerable that deserve a second chance in finding their forever home. I am currently serving on ASAC and was appointed in February 2020.

Finally, I am well equipped and eager to handle diverse new challenges. I have a proven record of success and have demonstrated the ability to accurately assess difficult situations, make sound judgments, and align all my actions accordingly. In all capacities, I have consistently distinguished myself as a loyal, well-organized, and highly capable team player and leader. These skills and traits have served me well in the past, allowing me to make significant contributions to the achievement of organizational goals.

Thank you for your time and consideration. I look forward to hearing from you soon.

Sincerely,

Sandra DiFrancesco

Enclosure

SANDRA DIFRANCESCO

PROFESSIONAL SUMMARY

Results-driven professional with 26 years sales experience in pharmaceutical sales related to women's health, congestive heart failure, diabetes, services specific to patients who benefit from physical rehabilitation and Home Health. Experience in conducting clinical patient assessments for inpatient rehabilitation services. Award winning sales representative for top pharmaceutical company. Extensive management and sales experience. Experience in inspection, analysis, examination, and law enforcement activities related to the importation of agricultural/commercial commodities and conveyances at international ports of entry. Respected leader as District Manager and Referral Development Manager. Highly developed interpersonal communication, negotiation, and diplomacy skills. Consistent high performer.

PROFESSIONAL EXPERIENCE

Border Therapy Services

June 2021-Present

Practice Liaison/Marketing

- Responsible for promoting out-patient therapy services to healthcare professionals and the general community in El Paso and Horizon City markets.
- Manage all BTS social media platforms highlighting 15 clinics in El Paso and 2 in Las Cruces, NM.

NEW YORK LIFE INSURANCE COMPANY

November 2018 – June 2021

Insurance Agent

- Licensed in Texas and New Mexico.
- Offer a variety of products to help insurance and financial needs of clients, including but not limited to college funding, retirement, managing costs for extended periods of care and lifetime income strategies.
- Career Long Term Care Success Award as a New Agent in 2018.

QUANTUM HOME CARE, LLC, El Paso, TX

August 2013 – September 2017

Director of Business Development

- Performed as agency's physician liaison by promoting community awareness and education of home health care and assisted with problem solving situations. Immediate follow-up regarding any complaints received by patients and/or physicians.
- Promoted specialized program for Congestive Heart Failure patients via Tele-health services. Services included daily blood pressure checks and weight monitoring provided through Cardiocom and managed by Quantum nursing staff.
- Identified and collaborated with Home Ventilator Solutions to expand services to patients needing non-invasive or invasive respiratory support. Additional collaboration with Hospitals of Providence Memorial Campus in Critical Limb Ischemia Program. Quantum HC selected as 1 out of 4 agencies to provide wound care to patients after revascularization secondary to PVD. Quantum added to standing orders at Providence Memorial Campus for CLI program.
- Instrumental in obtaining exclusive Home Health partnership with local MDA clinic to serve adult patients with Neuromuscular diseases.

HIGHLANDS REGIONAL REHABILITATION HOSPITAL, El Paso, TX

April 2006 – May 2013

Director of Business Development (2011 - 2013)

- Directly supervised six clinical liaisons and marketing associate. Monitored activities of clinical liaisons to ensure effective and timely coverage in conducting patient assessments of referring facilities and promoting services to community physicians. Provided feedback on strengthening patient assessments to improve conversion of admissions, conducted performance appraisals and counseling.

PROFESSIONAL EXPERIENCE *(Continued...)*

- Developed annual marketing plan including monthly analysis of the environment and key characteristics of the El Paso Market. Additional reports conducted, weekly Clinical Liaison Admissions and Quarterly Marketing Plans.
- Worked closely with administrative team in determining feasibility of enhancing existing specialized programs. Strong relationships with third party company handling Deep Brain Stimulation for Parkinson's Disease and Intrathecal Baclofen Pump for spasticity management. Physical Rehabilitation continued to provide the next level of care for the above patients transitioning back home.

Director of Business Development (2011-2013)

- Responsible for and managed Marketing Department consisting of In-patient and Out-patient rehabilitation services. Developed strong relationships with community physicians and other referral sources. Promoted Highlands services through the means of advertising in numerous Ads, radio commercial, outdoor and completing updated collaterals (Brochure and Patient Folder).

Professional Development Coordinator / Referral Development Manager (2006 - 2011)

- Responsible for promoting inpatient rehabilitation services of Highlands to the professional and general communities. Traveled to New Mexico markets extending promoting efforts for rehab candidates to include Las Cruces, Deming, Alamogordo, Ruidoso, Roswell, Carlsbad, and Albuquerque.
- Developed strong relationships with physicians in various specialties and case management departments in acute settings within El Paso area. Responsible for conducting and setting up in-service activities to educate referral sources on benefits of in-patient rehab and the continued changes on medicare criteria.
- Conducted local and out-of-town clinical assessments on pre-screen evaluation for potential rehab candidates by collecting pertinent patient data regarding physical, medical, and social issues. Applied rehab admission criteria in making recommendations to nursing and physician staff for admission into in-patient rehab setting. Communicate directly with accepting physician on cases where admissions decisions are unclear.
- Directly supervised seven referral coordinators who conducted patient assessments in acute hospitals, skilled nursing facilities and long-term care settings. Restructured and organized full-time and PRN staff to a higher level of performance which has enabled the team to meet more aggressive goals with a continued motivation to succeed.
- Worked closely with Medicare compliance auditor in-house in order to keep my staff informed towards striving to achieve accurate clinical patient assessments. Held supervisory position since 12/2008.

GLAXOSMITHKLINE PHARMACEUTICALS, El Paso, TX
Senior Pharmaceutical Sales Representative**March 2004 – December 2005**

- Skilled in sales; attains quick results; Raised National ranking from 388 out of 602 (Fall 2004) to 57 out of 551 (Spring 2005) and ranked number 2 out 21 in Region. Set priorities consistent with company goals; achieving exceptional results by placing emphasis and energy at the level of greatest impact. (Targeting key customers to maximize return on investment).
- Created superior business plan resulting in increased market share in products pertaining to the treatment of Diabetes and Cardiovascular Disease - exceeding the company goals. Built strong relationships with Family Practice, Endocrinologists and Cardiologists in El Paso, Texas and Southern New Mexico markets.
- Specialized in Diabetes and Cardiovascular Disease (Congestive Heart Failure).

PROFESSIONAL EXPERIENCE *(Continued...)***WYETH PHARMACEUTICALS, El Paso, TX****June 1997 – September 2003****District Manager, Oklahoma (02/2003-09/2003)**

- Raised district's company-wide ranking from the bottom 60% to 7th out of 86 in six months. Increased district's sales and market share over past year covering the state of Oklahoma while weekly commuting from El Paso, Texas.
- Led 10 sales representatives to higher achievement. Two representatives moved up to the top 10% in sales. Re-motivated district preventing costly employee turnover.
- Chaired "Mission, Vision, Values" Committee which developed awards program to recognize superior representatives. Negotiated events with hotels for district meetings. Created and presented PowerPoint presentations to region and district. Headed regional-wide Plan of Action and Product Launch meetings.

WYETH PHARMACEUTICALS, El Paso, TX**District Coordinator (10/2002-01/2003)**

- Acting district manager for San Antonio & Oklahoma districts. Led districts during period of uncertainty after controversial drug study was stopped. Continued to grow market share by maintaining relationships with physicians and resolving panic situations.

WYETH PHARMACEUTICALS, El Paso, TX**Pharmaceutical Sales Representative (06/1997-01/2003)**

- Awarded highest honor "The President's Golden Circle" for reaching the top 2% in National Sales for 2001. First to achieve this honor from El Paso, Texas. Earned "Leadership Award" for outstanding sales performance, 2000.
- Revitalized lagging territory with a successful turnaround by rebuilding physicians' trust and rapport through skillful prioritization of work. Specialized in Women's Healthcare with a focus on osteoporosis, hormone replacement therapy and oral contraception.
- Represented Wyeth-Ayerst at the 50th Anniversary of the American College of Obstetricians and Gynecologist Convention (ACOG) in Chicago, the most important women's healthcare meeting of the year with over 5000 physicians attending.
- Developed and implemented health fairs, educating the community on women's health issues. Assisted training department as Area Field Trainer for new sales representatives at corporate headquarters, Radnor, Pennsylvania.
- Maintained then grew market share in territory overcoming numerous setbacks as a result of corporate dilemmas. Initiated physician education and speaker programs in order to update healthcare providers in women's healthcare issues.
- Member of National and Area Alesse Brand Team, provided feedback to corporate office on field sales marketing strategies.

U.S. DEPARTMENT OF AGRICULTURE, El Paso, TX**July 1987 – June 1997****Plant Protection & Quarantine Officer**

- Enforced laws, regulations, policies, and procedures governing importation/exportation of plant and animal products at truck and rail cargo processing areas and public entry ports on international bridges in the Port of El Paso. Protected America's agriculture by identifying hazardous pests before entry into the U.S.
- Provided additional value to department by being trained to enforce the laws and regulations of the U.S. Customs Service, Immigration & Naturalization Service and the Fish & Wildlife Service. Served on Regional EEO Advisory Committee as Federal Women's Program Manager.

- Consistent outstanding performer. Received Sustained Superior Performance Award, 1991. Performance Award, 1995. Certificate of Merit, 1993, 1995. Acting Operations Duty Officer, responsible for technical and operational decision making and control of Animal & Plant Health Inspection Services and Plant Protection & Quarantine operations in the Port of El Paso.
- Selected and participated in TDY assignments in NW Canadian Border for Oriental Fruit Fly Project and Los Angeles, California for Med-Fly eradication project.

EDUCATION / TRAINING

Bachelor of Science in Biology, Minor: Chemistry
 University of Texas at El Paso, El Paso Texas
Recognition: Graduated with Top Honors; GPA: 3.58 / 4.00

Affiliations: Golden Key National Honor Society, Tri-Beta Honor Society, Cardinal Key Honor Society, and Nominated Alpha-Chi National Honor Society

IRF-CMS Admission Guidelines, Highlands Regional Rehabilitation Hospital

IRF-FIM Instrument, Highlands Regional Rehabilitation Hospital

Sales Training, GlaxoSmithKline

Sales & Management Training, Wyeth Pharmaceuticals

Agriculture Law Enforcement, U.S. Department of Agriculture, Top of Class

PROFESSIONAL / COMMUNITY AFFILIATIONS

Animal Shelter Advisory Committee City Appointed by District 3	2020-Present
Humane Society of El Paso, Board of Directors Volunteer Committee Chair (Jan.2012-Dec.2013) Animal Health & Welfare Committee Chair (Jan.2016-Dec.2017)	2012 – 2017
St. Vincent de Paul Society, Volunteer Committee Chair 2016	2014- 2023
Junior League of El Paso, Active Member Sub-Committee Hospitality Chair- Christmas Fair 2010	2005 – 2011
American Heart Association, El Paso Chapter Committee Chair for Women & Heart Health Luncheon (2003)	2002 – 2007
Food Share Committee Collaboration with Opportunity Center for Homeless	2003 & 2007
Centro Mujeres de la Esperanza Board of Directors	2000 – 2003
Centro Mujeres de la Esperanza Finance Committee	1999 – 2001

SANDRA DIFRANCESCO

PROFESSIONAL REFERENCES

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