



Board Appointment Form

City Clerk's Office

Appointing Office	Cynthia Boyar Trejo, District 4
Agenda Placement	Consent
Date of Council Meeting	08/04/26
Name of Board	Greater El Paso Civic, Convention and Tourism Advisory Board
Agenda Posting Language	
Marcus A. Taylor to the Greater El Paso Civic, Convention, and Tourism Advisory Board by Representative Cynthia Boyar Trejo, District 4.	
Appointment Type	Regular
Member Qualifications	
Dynamic senior marketing and business development executive with 25+ years of experience driving revenue growth, brand expansion, and large-scale client strategies across corporate, government, and regional markets. Proven ability to build high-performance teams, cultivate C-suite relationships, and lead transformational initiatives that strengthen market position and accelerate profitability.	
Nominee Name	Marcus A. Taylor
Nominee Email Address	
Nominee Residential Address	
Nominee Primary Phone Number	
Residing District	District 4
City Employed Relatives	N/A
Board Membership	
N/A	
Real estate owned in El Paso County	
Previous Appointee	Genevieve Torrez
Reason for Vacancy	Term Expired
Date of Appointment	08/04/26
Term Begins On	09/01/25
Term Expires On	08/31/27
Term	Unexpired Term

Marcus A. Taylor

EXECUTIVE VICE PRESIDENT • MARKETING & BUSINESS GROWTH

Executive Summary

Dynamic senior marketing and business development executive with 25+ years of experience driving revenue growth, brand expansion, and large-scale client strategies across corporate, government, and regional markets. Proven ability to build high-performance teams, cultivate C-suite relationships, and lead transformational initiatives that strengthen market position and accelerate profitability.

Core Competencies

- Strategic Marketing Leadership
- Enterprise Growth Strategy
- Client Relationship Management
- P&L & Revenue Optimization
- Brand Positioning & Communications
- Stakeholder Influence & Executive Presentations
- Sales Operations & Pipeline Management
- Consultative / Solutions-Based Selling
- Team Leadership & Organizational Design

Professional Experience

Owner | M4Group – Texas & New Mexico (2020-Present)

- Founded and operate M4Group, a commercial insurance brokerage licensed in Texas and New Mexico.
- Specialize in commercial insurance solutions, serving business clients across both states as a licensed broker.

Vice President of Marketing | FriendLee Modern Insurance – El Paso, TX (2022–Present)

- Lead development and execution of enterprise commercial marketing strategy aligned to organizational growth objectives.
- Analyze competitive landscape and market data to shape brand visibility, audience engagement, and product positioning.

- Design and optimize marketing organizational structure; hire, develop, and direct team members to achieve performance targets.
- Oversee all branding, corporate communications, product marketing, and go-to-market strategies.

Senior Sales Executive | Enterprise Holdings – El Paso, TX (2010–2020)

- Secured \$10M+ in annual revenue through enterprise account acquisition and expansion.
- Managed 350+ key accounts spanning corporate, government, and municipal sectors, achieving 20% growth through executive-level engagement.
- Launched company's first Rideshare program, generating \$250K in first-year revenue and scaling to \$2.1M annually.
- Led strategic account operations, improving P&L performance and customer satisfaction metrics.

Sales Executive | Enterprise Holdings (1997–2010)

- Delivered \$800K in yearly new business through targeted regional sales strategies and custom fleet management solutions.
- Generated new business via cold calling, referrals, and national marketing initiatives.
- Built relationships with decision-makers and developed tailored solutions to meet transportation and operational needs.

Board Leadership & Affiliations

- Desert of the Southwest Junior Achievement (2012–2016)
- United Service Organization – USO (2013–Present, Chair 2026)
- El Paso Chamber Board Member (2023–2025)

Education

Bachelor of Arts (B.A.), Computer Information Systems – Park University, Ft. Bliss, TX