



Board Appointment Form

City Clerk's Office

Appointing Office	Representative Josh Acevedo, District 2
Agenda Placement	Consent
Date of Council Meeting	10/22/24
Name of Board	Greater El Paso Civic, Convention and Tourism Advisory Board
Agenda Posting Language	
Re-appointment of Rene Hurtado to the Greater El Paso Civic, Convention and Tourism Advisory Board by Representative Josh Acevedo, District 2.	
Appointment Type	Regular
Member Qualifications	
See attached resume.	
Nominee Name	Rene Hurtado
Nominee Email Address	[REDACTED]
Nominee Residential Address	[REDACTED]
Nominee Primary Phone Number	[REDACTED]
Residing District	District 3
City Employed Relatives	No.
Board Membership	
Greater El Paso Civic, Convention and Tourism Advisory Board.	
Real estate owned in El Paso County	
N/A	
Previous Appointee	Rene Hurtado
Reason for Vacancy	Term Expired
Date of Appointment	10/22/24
Term Begins On	10/22/24
Term Expires On	05/27/26
Term	Second Term

RENE HURTADO



EXECUTIVE SUMMARY

Rene Hurtado is a healthcare and public policy executive with over 25 years of experience in both public and private healthcare sectors seeking a leadership role that will allow for increased responsibility and increased opportunities to affect positive change in communities, organizations and the lives of individuals and families.

SELECTED ACHIEVEMENTS

- Proven leadership role in the behavioral health sector by fostering growth through strategic planning and community collaboration to improve access through enhanced services such as expansion of crisis care and implementation of school-based children's services
- Increased profile of the mental health delivery system on local, state and national platforms through the power of storytelling
- Successful leveraging of limited local mental health funding leading to investment from private and public funding sources to launch new programming in both clinical services and wellness & prevention programs such as Crisis Intervention Teams in partnerships with law enforcement agencies and innovations in the delivery of Mental Health First Aid
- Launching innovative programming to meet the specialized needs of at-risk populations and communities in crisis during the COVID-19 pandemic and the aftermath of the El Paso Walmart mass shooting

PROFESSIONAL EXPERIENCE

Emergence Health Network, El Paso, TX

4/2008 to present

Chief of Staff

Responsible for leading the organization in implementing business development strategies and policy initiatives that raise awareness of Emergence Health Network and its services lines as the largest provider of behavioral health services in the region. Areas of responsibility include: proforma development for new business lines, multi-year strategic plan management and comprehensive communication strategies. This role supervises the following departments: Human Resources, Communications & Marketing, Grants & Business Development, Consumer Information Call Center, Government Relations, and Training & Professional Development.

Spectrum Communications, El Paso, TX

Director, Public Affairs

Responsible for Spectrum's government relations and community relations programs. Worked with federal, state and local officials to educate and inform constituencies regarding telecommunications legislation. Oversaw the company's political action committee and worked to educate workforce on governmental affairs issues. Also administered the company's charitable giving program focusing on education, the arts and economic development.

Hospitals of Providence – Tenet Healthcare, El Paso, TX

Director, Marketing & Communications

Responsible for the development and implementation of the hospital system's marketing and community relations initiatives. Supported all the system's business development activities to include advertising, payor relations and physician engagement. Coordinated the hospitals' response during internal/external crisis.

EDUCATION

University of Texas at El Paso

Master of Business Administration

- General Management Emphasis

Bachelor of Arts

Communications Major with an emphasis on public relations/advertising

- Recipient of UTEP Presidential Scholarship
- Recipient of Scripps-Howard Academic Scholarship

COMMUNITY COMMITMENT

- Chair Public Relations Committee, Board of Directors, Paso Del Norte Health Foundation
- Chair, National Communications Committee, National Association of County Behavioral Health & Developmental Disabilities Directors
- Chair, Greater El Paso Chamber of Commerce Leadership El Paso
- Chair, Greater El Paso Chamber of Commerce Quality of Life Committee
- Member, City of El Paso Community Development Block Grant Steering Committee
- Member, Board of Directors, Creative Kids
- Member, Board of Trustees, County of El Paso Risk Pool Board
- Member, Creative Cities Leadership Group, City of El Paso
- Graduate, Mexican American Legal Defense Fund Leadership Program
- Member, Advisory Board, El Paso 211

LANGUAGES

- Bilingual (English and Spanish)