



Board Appointment Form

Submitted On: Aug 29, 2022, 01:16PM MDT

City Clerk

Appointing Office	Representative District 8
Type of Agenda	Consent
Date of Council Meeting	Tuesday, September 13, 2022
Agenda Posting Language	Appointment of Steffen Poessiger to the Historic Landmark Commission by City Representative Cissy Lizarraga.
Name of Board/Committee/Commission	Historic Landmark Commission
Appointment Type	Regular
Special Qualification Category (if applicable)	
Nominated By	Representative Cissy Lizarraga
Nominee Name	Steffen Poessiger
Nominee Email Address	[REDACTED]
Nominee Mailing Address	[REDACTED]
Zip Code	[REDACTED]
Nominee Primary Phone Number	[REDACTED]
Does the proposed appointee have a relative working for the city?	NO
Has appointee been a member of other city boards / commissions / committees?	NO
List all real estate owned by appointee in El Paso County (by address, if none, enter 'N/A')	[REDACTED]
Who was the last person to have held the position before it became vacant?	Francisco Macias
Incumbent Expiration Date	August 09, 2022
Reason person is no longer in office	Term Expired
Date of Appointment	September 13, 2022
Term begins on	September 13, 2022
Expiration Date of New Appointee	September 13, 2024
Term	1st Term
Upload File(s)	Steffen Resume- Historic Landmark Commission.pdf



STEFFEN POESSIGER
Marketing Consultant
El Paso, Texas

Steffen served as Vice President of Client Services for Mithoff Burton Partners – Texas’ oldest ad agency for 17 years, and with Sanders/Wingo prior.

His marketing expertise spans over 20 years working on strategies for regional, national, and international brands.

He was the lead on several strategic initiatives that set the stage for El Paso’s image and brand:

- Promoted the passage of 2012, \$1B Quality of Life Bonds
- Brand development and naming launch for El Paso Chihuahuas
- Deployment of *El Paso It’s All Good.* campaign

Steffen served as 2018 Chairman of the Board of the El Paso Chamber of Commerce.

Currently he is Chair of the El Paso Commerce Chamber Foundation.

“I want to ensure that the momentum developed for El Paso over the last ten plus years continues and does not stagnate due to lack of cooperation or communication.”