



Board Appointment Form

City Clerk's Office

Appointing Office	Josh Acevedo, District 2
Agenda Placement	Consent
Date of Council Meeting	
Name of Board	Greater El Paso Civic, Convention and Tourism Advisory Board
Agenda Posting Language	
Marina Monsisvais to the Greater El Paso Civic, Convention and Tourism Advisory Board by Representative Josh Acevedo, District 2.	
Appointment Type	Regular
Member Qualifications	
Marina Monsisvais is an executive leader with more than 25 years of experience in helping mission-driven organizations navigate change, build strategic partnerships, strengthen community engagement, and transform ambitious ideas into lasting public impact.	
Nominee Name	Marina Monsisvais
Nominee Email Address	
Nominee Residential Address	
Nominee Primary Phone Number	
Residing District	District 2
City Employed Relatives	N/A
Board Membership	
Previously served on Women's Commission, Public Art Committee, and Museums and Cultural Affairs.	
Real estate owned in El Paso County	
Previous Appointee	Rene Hurtado
Reason for Vacancy	Term Expired
Date of Appointment	07/07/26
Term Begins On	09/01/25
Term Expires On	08/31/27
Term	Unexpired Term

Marina Monsisvais, MBA

Executive Leader in Strategy, Partnerships & Community Impact

El Paso, Texas [REDACTED]

Executive Profile

Executive leader with more than 25 years of experience helping mission-driven organizations navigate change, build strategic partnerships, strengthen community engagement, and transform ambitious ideas into lasting public impact. Known for diagnosing complex challenges, uncovering opportunities others often miss, and bringing together diverse stakeholders to achieve meaningful results.

Core Leadership Expertise

- Strategic Planning
- Organizational Growth & Change Leadership
- Partnership Development
- Community Engagement
- Executive Communications
- Cross-Sector Collaboration
- Marketing & Brand Strategy
- Board Governance
- Public Speaking & Facilitation
- Team Leadership & Coaching
- Business Development
- Program Development

Professional Experience

Community Consultant | April 2025 – Present

Provide strategic consulting to nonprofit organizations, cultural institutions, and community initiatives focused on organizational strategy, leadership, marketing, partnership development, and public engagement.

- Guest Curator, Rubin Center for the Visual Arts: Led development of the 2025 Faculty Biennial, shaping exhibition vision, artist engagement, interpretive strategy, and public programming.
- Marketing Director, Sol Summit Music & Cultura Festival: Developed marketing strategy, partnership communications, media outreach, and audience development for the inaugural nonprofit music festival.
- Professional Development Facilitator, El Paso Electric: Designed and delivered leadership and communication training for employees.

Founder & CEO | Barracuda Public Relations | 2010 – 2025

- Founded and led a strategic communications firm serving businesses, nonprofits, educational institutions, healthcare organizations, and public agencies.
- Served as a trusted advisor to executives on organizational growth, stakeholder engagement, public affairs, and strategic communications.
- Built and mentored a multidisciplinary team while overseeing operations, financial management, business development, and long-term strategy.
- Developed partnerships and led initiatives that strengthened organizational visibility and community impact.

Additional Leadership Experience

Program Coordinator, The University of Texas at El Paso (2008–2010)

Field Marketing Manager, Red Bull North America (2006–2007)

Promotions Director & On-Air Talent, Entravision Communications (2002–2005)

Board & Civic Leadership

Chair, Planned Parenthood of Greater Texas

Host, State of the Arts, KTEP 88.5 FM

Current Board Member and Past Chair, The Hospitals of Providence

Board Member, Pioneers 21

Education

Master of Business Administration, The University of Texas at El Paso

Bachelor of Journalism & Mass Communications, New Mexico State University