



Board Appointment Form

City Clerk's Office

Appointing Office	Mayor Renard U. Johnson
Agenda Placement	Consent
Date of Council Meeting	
Name of Board	Tax Increment Reinvestment Zone Number 5
Agenda Posting Language	
Mario Porras to the Tax Increment Reinvestment Zone Number 5 by Mayor Renard U. Johnson.	
Appointment Type	Regular
Member Qualifications	
Oversee Reinvestment Zone management and make recommendations to the City Council, develops a project and financing plan for adoption by Board and City Council, ensures expenditures of tax increment within the zone, provides City Council a TIRZ fund report annually, and creates operations procedures to manage own proceedings and TIRZ fund.	
Nominee Name	Mario Porras
Nominee Email Address	[REDACTED]
Nominee Residential Address	[REDACTED]
Nominee Primary Phone Number	[REDACTED]
Residing District	District 1
City Employed Relatives	N/A
Board Membership	
N/A	
Real estate owned in El Paso County	
N/A	
Previous Appointee	Suzanne Dipp
Reason for Vacancy	Resigned
Date of Appointment	04/28/26
Term Begins On	04/28/26
Term Expires On	04/29/28
Term	First Term

MARIO A. PORRAS

U.S. – MEXICO BINATIONAL AFFAIRS | ECONOMIC DEVELOPMENT | PHILANTHROPY

PROFESSIONAL SUMMARY

Senior binational executive with over two decades of experience at the intersection of United States – Mexico affairs, economic development, international manufacturing, government relations, and philanthropy. Trusted connector and operator who delivers complex, high-visibility initiatives across the U.S. – Mexico border and throughout the Americas, working fluently with diplomats, federal and state agencies, Fortune 500 corporations, and community organizations on both sides of the border.

Proven track record executing flagship binational programs — including the U.S. – Mexico Border Summit, Run International: The U.S. – Mexico 10K (1st through 8th editions), Building Broader Communities in the Americas, Border Tuner, El Paso – Juárez Unidos, and the Binational Border Infrastructure Roundtable — and leading private-sector projects of national strategic relevance, most recently facilitating Wistron NeWeb Corporation’s entry from Taiwan into Mexico to establish its first manufacturing operation in the country.

AREAS OF EXPERTISE

- Binational Strategy & Diplomacy
- Mexico Manufacturing (IMMEX/CIVA)
- Hydrocarbons imports/exports
- Philanthropy & Community Investment
- Government & Public Affairs
- Cross-Border Site Selection
- International Event Execution
- Ports of Entry & Trade Facilitation
- Stakeholder & Coalition Building
- Crisis Response & Applied Giving

PROFESSIONAL EXPERIENCE

El Paso Community Foundation

El Paso, TX

Vice President International Affairs

October 2016 – Present

- Lead the Foundation’s United States – Mexico binational strategy, building and maintaining high-trust relationships with non-profits, academia, business organizations, and municipal, state, and federal governments on both sides of the border.
- **Run International — The U.S. – Mexico 10K:** flagship binational platform. Full owner of the 1st through 7th editions (2015 – present) and currently executing the 8th edition, covering logistics, international permits, dual-country route design, safety, vendors, volunteers, public communications, and multi-party coordination across El Paso and Ciudad Juárez. (international10k.com)
- **Binational Border Infrastructure Roundtable (2023 and 2025):** convened U.S. and Mexican stakeholders on cross-border infrastructure priorities; responsible for agenda, stakeholder recruitment, execution, and follow-through.
- **Texas – Mexico Border Master Plan / El Paso MPO:** strategic engagement on the International Border Crossings (IBC) Strategic Plan and the IBC Steering Committee; aligned technical and political stakeholders across multiple jurisdictions.
- **El Paso – Juárez Unidos 2022 — Connecting Our Binational Region:** regional coordination and collaboration across public, private, and civic stakeholders.
- **High-level convenings:** Texas Lyceum — Borders, Immigration & the Texas Economy (co-organized the optional conference in Mexico City, which was the highest-attended optional session of the program); Sister Cities International U.S. – Mexico Mayors’ Community Summit; North American Community Foundations Summit; Building Broader Communities in the Americas.
- **Culture and regional identity:** Border Tuner (2019); Paseo de las Luces (Av. Juárez, Ciudad Juárez); binational border mural initiative.
- **Crisis response and applied philanthropy:** Get Shift Done for El Paso (COVID-19 response pairing unemployed restaurant workers with hunger-relief organizations); ProjectPaz; El Paso – Juárez Unidos Fund vs. COVID-19

(EPCF + FECHAC + DEAC); support tied to the 2019 Walmart shooting victims from Mexico; Partnership to Support Post-Earthquake Recovery in Mexico (Oaxaca); Migrant Families Relief Fund; Travis County Proclamation response during winter storm Uri.

- **Funders and partners activated:** Microsoft, Eaton, Johnson & Johnson, Prudential, Peace Punta de Mita, FECHAC, DEAC, GIGO, Funax, Nirata, El Paso County Sheriff's Office, among others.
- **Strategic network maintained:** Mexican Consulates (El Paso, San Diego, Dallas, San Antonio, Phoenix, Los Angeles, New York, Louisiana); U.S. Consulates (Ciudad Juárez, Tijuana, Hermosillo, Monterrey, Guadalajara); U.S. Embassy in Mexico and Embassy of Mexico in the U.S.; Atlantik-Brücke e.V.; City of El Paso; El Paso County; Ciudad Juárez municipal government; New Mexico Border Authority; Chihuahua Border Bridges Trust (Fideicomiso); El Paso MPO; IMIP Juárez; ANAM; SAT; CBP; USDOT; IBWC; GSA; Texas DPS; INDEX Juárez; Southwest Maquila Association; DEAC; Wilson Institute; COLEF; Atlantic Council; U.S.–Mexico Foundation; Hunt Institute.
- **Resilience & continuity:** following a stroke on March 21, 2024, returned to full responsibilities in 2025 and delivered the 7th edition of Run International, co-organized the Texas Lyceum Mexico City session, and is currently leading the 8th edition of the U.S. – Mexico 10K.

Borderplex Community Capital, Inc. (Under El Paso Community Foundation)

El Paso, TX

President

2021 – August 2023

- Led early-stage development of the region's Community Development Financial Institution (CDFI) initiative — structuring governance, building stakeholder support on both sides of the border, and advancing the roadmap through the leadership transition in August 2023.

Sierra Franklin, LLC — U.S. – Mexico Business Development

El Paso, TX / Ciudad Juárez, Chihuahua

Founder & Owner

May 2016 – Present

- Own and operate a binational advisory practice focused on U.S. – Mexico manufacturing entry, cross-border business development, energy trade, government relations, and strategic partnerships for the private sector. Longstanding relationships across customs brokers, law firms, industrial real estate, HR, banking, and logistics providers in Ciudad Juárez and northern Mexico.

Featured Engagement — Wistron NeWeb Corporation (WNC), Taiwan | June 2023 – March 2024

- Retained by Wistron NeWeb Corporation (WNC) — a Taiwan-based global leader in wireless communications, IoT, 5G, smart home, and ADAS technologies — to lead the establishment of the company's first manufacturing operation in Mexico. Sole on-the-ground advisor for the Taiwan and U.S. executive teams throughout the full North American manufacturing and business-development effort.
- **Site-selection analysis:** delivered the rationalization of Ciudad Juárez versus Monterrey versus Tijuana, including labor cost modeling (Operators A/B/C, lift-truck drivers, and manufacturing engineers), industrial real-estate availability, cross-border logistics, supplier ecosystems, and binational workforce dynamics.
- **Mexican entity and IMMEX strategy:** structured alternative routes for a compliant Mexican presence — from standing up a new Mexican entity with a new Industrial IMMEX permit (Secretaría de Economía) to acquiring a clean existing services IMMEX and converting it to industrial, including CIVA (Value-Added Tax certification) strategy with bond coverage during transition.
- **Resideo Manufacturas acquisition (Chihuahua plant carve-out):** supported the structuring of a two-contract transaction — an acquisition agreement for Resideo Manufacturas and a long-term supply agreement — including the carve-out of the Chihuahua plant, employer substitution for the Chihuahua workforce, virtual asset transfers, lease assignments, and IMMEX domicile extensions.
- **Service-provider ecosystem:** introduced and coordinated WNC's Mexican service providers across legal (including Galicia Abogados), tax and transaction advisory (PwC), international counsel (Willkie Farr & Gallagher), HR, customs brokerage, industrial real estate, banking, and logistics.
- **Government relations:** engaged Mexican federal authorities and regional stakeholders, including SAT, ANAM, Secretaría de Economía, Chihuahua State, the City of Ciudad Juárez, INDEX Juárez, DEAC, and the Southwest Maquila Association; aligned CBP, C-TPAT, OEA, and IMMEX compliance frameworks across U.S. – Mexico customs operations.
- **Operations readiness:** advised on IT and trade-compliance readiness, ERP/SAP integration, Anexo 24 inventory requirements, FIFO pedimento consolidation, C-TPAT server-room compliance, and NPI planning;

represented WNC in executive sessions on IT, Trade, IBP/Demand/Supply, Sourcing, and Debrief tracks with Resideo counterparts.

- **LATAM market positioning:** evaluated cross-regional export strategy from the future Mexico operation and advised on LATAM market entry dynamics (including protectionist considerations in Brazil) for WNC's 'made in Mexico' products.
- **Executive communications & binational team coordination:** served as primary liaison across WNC teams in Taiwan, the United States, and Mexico; translated cultural, regulatory, and operational differences into an executable project plan. Engagement concluded in March 2024 due to a medical leave.

Additional Sierra Franklin Practice Areas

- United States – Mexico energy trade: imports, exports, logistics, permits, and business development (formal training through OPIS and ARGUS Mexico Energy Reform seminars, 2017 – 2020).
- Binational business development and strategic consulting for the private sector.
- Development of strategic partnerships connecting U.S. and Mexican companies across manufacturing, services, and public-sector ecosystems.

U.S. House of Representatives — Office of Congressman Beto O'Rourke, TX-16

El Paso, TX

Director of Special Projects

January 2015 – October 2016

- Executed the annual U.S. – Mexico Border Summit and led El Paso – Ciudad Juárez international port-of-entry/exit wait-time reduction projects.
- Managed official relationships with sub-agencies of the Departments of Homeland Security, State, Justice, and Commerce, as well as Mexican officials and diplomats.
- Provided regional research and data supporting legislative priorities and the Member's meetings across the district; identified process-improvement opportunities in assigned federal agencies.
- Led regional projects on economic development, immigration, and binational community affairs; planned and executed monthly and quarterly town halls for the Member of Congress.

District Representative

January 2013 – December 2014

- Supported planning and execution of the 2013 and 2014 U.S. – Mexico Border Conferences.
- Managed over 1,000 constituent cases involving DHS, DOS, DOJ, and DOC; designed and implemented data-tracking performance activity reports; represented the Member at regional events.

The Brick Group, LLC — Brick & Mortar, restaurant-bar

El Paso, TX

Co-Founder & Managing Partner

2007 – 2012

- Managed a business generating more than \$750K in annual sales; co-managed all functions including procurement, marketing, sales, and human resources.
- Monitored and maintained inventory levels, reconciled stock and cash, and negotiated a successful exit strategy.

Sumitomo Wiring Systems — Sumidenso Logistics America / Contec

El Paso, TX / Ciudad Juárez,

Chihuahua

Organizational Development Analyst

2004 – 2007

- Co-managed supply chain for ten manufacturing plants and distribution centers across North America; supported operations across additional plants in Mexico.
- Analyzed and supervised transportation logistics for raw materials and finished goods; tracked shipments to ensure timely delivery to Honda, Toyota, Nissan, Ford, and GM.
- Supported the management and negotiation of supplier contracts.

General Electric — Capital International Services Americas

Ciudad Juárez, Mexico

Quality Leader

2004

- Supervised quality control to ensure products and services exceeded customer expectations; recognized by clients and management for issue resolution and service excellence.
- Completed GE's Leadership Training Program and earned Six Sigma methodology training.

EDUCATION

Cornell University (eCornell) — Project Management 360 Certificate Program	Online, 2023
University of Texas at El Paso — B.B.A., Operations and Supply Chain Management	El Paso, TX, May 2004
<ul style="list-style-type: none"> Institute of Supply Management — student chapter president and scholarship recipient. Shell Oil Outstanding Service Award; College of Business Administration Student Council member. 	
Institut d'Économie Scientifique et de Gestion — International Management Program	Lille, France, 2003

CONTINUED EDUCATION & CERTIFICATIONS

OPIS / ARGUS — Mexico's Energy Reform Seminars	Houston, TX / Mexico City, 2017 – 2020
U.S. Department of State & DHS — Visas and Immigration Benefits Training	Washington, D.C., 2014
U.S. Customs and Border Protection — Citizens Academy	El Paso, TX, 2014
Sumitomo Wiring Systems — Delivery Resource Planning	Yokkaichi, Japan, 2006
General Electric (GECIS Americas) — LEAN Enterprise Certification	Ciudad Juárez, Mexico, 2004

LANGUAGES

Fluent in English and Spanish — written and spoken.

SELECTED SPEAKING ENGAGEMENTS

"Leading the Learning" — Region 19	El Paso, TX, June 2017
"U.S. – Mexico Border Summit" — Borderplex Alliance	Ciudad Juárez, Chih., August 2017
North American Community Foundations Summit	Mexico City, February 2018
"The Power of Culture & Sports to Transform Lives" — U.S.–Mexico Mayors, Sister Cities International	Guadalajara, Jal., February 2018
The Laurentia Project — Trilateral Council of Emerging Leaders (U.S., MX, CAN)	Cambridge, MA, September 2018
"Immigration in El Paso: A Perspective from the Border" — New American Economy	El Paso, TX, September 2018
"Urban Solutions to Global Challenges" — CityLab (Aspen Institute, The Atlantic, Bloomberg Philanthropies)	Detroit, MI, October 2018
"Cross-Border Solidarity in Times of Disaster" — Building Broader Communities in the Americas	Los Angeles, CA, November 2018
"Building Broader Communities in the Americas" — Community Foundations of Canada Summit	Vancouver, Canada, June 2019
Society of Travel Writers	El Paso, TX, October 2019
"Encuentro Binacional por la Participación Ciudadana"	Ciudad Juárez, Chih., October 2019
"Crossing Borders Civic Engagement" — ENGAGE, Young Leaders Society	El Paso, TX, November 2019
"Get Shift Done for El Paso" — Young Leaders Society	El Paso, TX, May 2020
"The Work of Consulates in U.S.–Mexico Relations" — Progress321 & DEAC (Moderator)	El Paso, TX / Ciudad Juárez, January 2021
"Global Conversations: U.S.–Mexico–Canada Trilateral Relationship" — Sister Cities International (Moderator)	Online, April 2022
Binational Border Infrastructure Roundtable	El Paso, TX / Ciudad Juárez, 2023 & 2025
Texas Lyceum — Borders, Immigration & the Texas Economy (co-organizer, Mexico City session)	Mexico City, 2025

COMMUNITY INVOLVEMENT & BOARD SERVICE

The Texas Lyceum — Board of Directors	2021 – Present
Consejo de Desarrollo Económico Regional Juárez (CODER) — At-Large Member	2022 – Present
City of El Paso International Bridges Steering Committee — Member	2015 – Present
Sister Cities International — At-Large Director; Co-Chair, U.S. – Mexico Mayors' Summit	2021 – 2023
El Paso Chamber of Commerce, Binational Committee — Chair	2020 – 2024
Progress321 — Board Member	2019 – 2022
City of El Paso Committee on Border Relations — Vice Chair (nominated by Rep. Cassandra Hernandez, District 3)	2018 – 2021
World Affairs Council — El Paso / Ciudad Juárez — Board Member	2017 – 2021

Amor Por Juárez — Board of Directors	2010 – 2013, 2017
Paso del Norte Venture Competition — Judge	2014 – 2016
Academic World Quest (World Affairs Council) — Mentor	2016
Mentoring a Generation to Success — Mentor	2016
Young Leaders Group — Member	2009 – 2013
Inside Out Project — Coordinator	2011