



Board Appointment Form

City Clerk's Office

REVISED

10:35 am, Dec 22, 2025

Appointing Office	Art Fierro, District 6
Agenda Placement	Consent
Date of Council Meeting	01/20/26
Name of Board	Public Service Board Selection Committee
Agenda Posting Language	
Jose Luis Lopez to the Public Service Board Selection Committee by Representative Art Fierro, District 6	
Appointment Type	Regular
Member Qualifications	
<p>Founder of Lopez PR & Marketing Group, Joe Lopez is keen on developing strategic marketing and PR solutions that strengthen a brand and drive results. With more than 30 years of experience in public relations, community outreach as well as successful stakeholders, grassroots and business engagement; Mr. Lopez has developed and supervised local, regional and national campaigns for his clients.</p> <p>After having been Sales Manager and Product/Brand Manager for the Coca-Cola Foods division, Joe founded Lopez PR & Marketing Group. This has earned him extensive packaged goods brand marketing experience. The agency has become the largest Hispanic-owned PR and marketing consultant firm in El Paso. It continues to grow not only locally and statewide, but at national levels, providing marketing solutions and public relations support to clients such as Ford, Procter & Gamble, Energizer, Coca-Cola, Campbell's, Walmart, Jarritos and many others.</p>	
Nominee Name	Jose Luis Lopez
Nominee Email Address	
Nominee Residential Address	
Nominee Primary Phone Number	
Residing District	District 6
City Employed Relatives	No
Board Membership	
No	
Real estate owned in El Paso County	
Previous Appointee	Cristian Botello
Reason for Vacancy	Term Expired
Date of Appointment	01/20/26
Term Begins On	01/20/26
Term Expires On	01/20/30
Term	First Term

MEMBERSHIPS/AFFILIATIONS /COMMUNITY ACTIVITIES

- Former Chairman - Texas Association of Mexican American Chambers of Commerce (28 chambers throughout Texas)
- Former Board of Directors – El Paso Hispanic Chamber of Commerce
- Past President - American Marketing Association of El Paso
- Past President - El Paso Adelante
- Former Committee Member - El Paso Greater Chamber Minority Business Council
- Former Chairman - El Paso Hispanic Chamber of Commerce
- Advisor – Camara de Empresarios Latinos de Houston
- Advisor – Houston NHPO Leadership Foundation
- Board of Directors – Talento Bilingue de Houston

SKILLS

- Marketing
- Advertising
- Strategic Planning
- Product Branding
- Public Relations
- Community Outreach
- Hispanic Marketing
- Digital Marketing & Advertising
- Sales
- Media Buying & Planning
- Event Management
- Multicultural Consumer Promotions

JOSE LUIS LOPEZ

PRESIDENT AND CHIEF EXECUTIVE OFFICER

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Joe continues to lead Lopez PR & Marketing Group, bringing forth his entrepreneurial spirit to new markets. He is very involved in giving back to the Hispanic Community in Texas and New York.

EXPERIENCE

1989-PRESENT President & CEO

LMG Lopez PR & Marketing Group

Advertising/Promotion for clients such as McDonald's (Regional), Procter & Gamble, Kimberly-Clark

Full-service advertising agency providing Hispanic marketing, public relations, promotions, media buying, general market advertising, with Texas offices in El Paso, Dallas and Houston

1982-1988 **Director of Marketing/Account Supervisor**
Two Local Ad Agencies

1977-1981 **Brand Product Manager**
Coca-Cola Foods (Houston)
National marketing and financial responsibilities for Minute Maid Juice products

1976-1977 **Key Account Sales Manager/Regional Sales & Operations Manager**
Coca-Cola Foods (Houston)

EDUCATION

1972-1975 **University of Texas at El Paso**
Bachelor of Business Administration

