



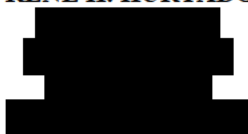
# Board Appointment Form

Submitted On: Jul 26, 2022, 10:59AM MDT

City Clerk

<b>Appointing Office</b>	Representative District 2
<b>Type of Agenda</b>	Consent
<b>Date of Council Meeting</b>	Tuesday, August 2, 2022
<b>Agenda Posting Language</b>	Appointment of Rene Hurtado to the Greater El Paso Civic, Convention and Tourism Advisory Board by City Representative Aleksandra Annello, District 2.
<b>Name of Board/Committee/Commission</b>	Greater El Paso Civic, Convention and Tourism Advisory Board
<b>Appointment Type</b>	Regular
<b>Special Qualification Category (if applicable)</b>	
<b>Nominated By</b>	Representative Aleksandra Annello
<b>Nominee Name</b>	Rene Hurtado
<b>Nominee Email Address</b>	██████████
<b>Nominee Mailing Address</b>	██████████
<b>Zip Code</b>	██████
<b>Nominee Primary Phone Number</b>	██████████
<b>Does the proposed appointee have a relative working for the city?</b>	NO
<b>Has appointee been a member of other city boards / commissions / committees?</b>	YES
<b>If so, please provide names and dates.</b>	Community Development Steering Committee from 6/25/19 to 6/14/22
<b>List all real estate owned by appointee in El Paso County (by address, if none, enter 'N/A')</b>	N/A
<b>Who was the last person to have held the position before it became vacant?</b>	Katherine R. Brennand
<b>Incumbent Expiration Date</b>	August 22, 2022
<b>Reason person is no longer in office</b>	Term Expired
<b>Date of Appointment</b>	August 02, 2022
<b>Term begins on</b>	August 22, 2022
<b>Expiration Date of New Appointee</b>	August 22, 2024
<b>Term</b>	1st Term
<b>Upload File(s)</b>	resume RH.doc

**RENE H. HURTADO**



**WORK EXPERIENCE**

**Emergence Health Network, El Paso, TX**

**4/08 to present**

**Chief of Staff**

Responsible for leading the organization in setting and implementing business development strategies and formulating policy initiatives that will raise awareness of Emergence Health Network and all services lines and business units for the largest provider of behavioral health services in the region. Responsible for all communication and feedback loop initiatives for key stakeholder publics. Areas of responsibility include: physician relations and recruitment, proforma development for new business lines, multi-year strategic plan management and internal/external communication strategy development. This role supervises the following departments and sections: Human Resources, Communications & Marketing, Customer Service, Media Relations, Government Relations, Social Media and Community Outreach Initiatives.

**Spectrum Communications, El Paso, TX**

**12/05 – 4/08**

**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 works to educate workforce on governmental affairs issues. Also administered the company's charitable giving program focusing on education, the arts and economic development. Oversaw Spectrum's Cable in the Classroom initiative, as well as other outreach programs. Worked with local and national marketing teams to coordinate public relations and advertising efforts.

**Hospitals of Providence – Tenet Health, El Paso, TX**

**5/97 – 12/05**

**Director, Marketing & Communications - 10/00 to 12/05**

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; Managed community events and hospital promotions to maximize positive image. Facilitated timely development of hospital press releases, news conferences, internal and external publications, brochures, invitations, posters and other collateral material. Served as media spokesman for the network. Also served as the network's physician recruiter, working with hospital administration and outside agencies to recruit physicians to the community.

**Media Relations Manager - 5/97 to 10/00**

Developed, implemented and updated Hospital of Providence's public relations programs to include auto-fax updates to physicians and employer / payor sectors. Maintained the System's positive image through media relations, internal and external publications aimed at employees, physicians and selected target markets. Facilitates participation on local community boards and Network-sponsored events and programs.

**University Medical Center, El Paso, TX**

**2/91 – 5/97**

**West Texas Regional Poison Center Education Coordinator - 11/94 to 5/97**

Developed and managed all education and marketing efforts throughout the Poison Center's 36-county operating area to include staff development, community, medical and professional educational

programs. Responsible for raising additional funds for the center's education program through grant writing and business sponsorships. Served as liaison to other educational and medical facilities.

Senior Public Affairs Specialist 3/94 to 11/94

Coordinated the production of all print materials for Thomason Hospital and oversaw day-to-day office operations to include data base budget management and inventory control. Assisted in the development of the hospital's marketing, public relations, health care advocacy and media relations initiatives.

Public Affairs Specialist – 2/91 to 3/94

Assisted in the coordination of public affairs activities for Thomason Hospital, including external and internal special events planning. Responsible for the production of all print materials for the hospital, including employee newsletter, internal communication and external patient education print materials.

## **EDUCATION**

University of Texas at El Paso

Master of Business Administration, 1996

Bachelor of Arts, 1990

Communications Major with an emphasis on public relations/advertising and general business minor

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

## **COMMUNITY COMMITMENT**

- Leadership El Paso, Class 27 – 2005
- Chair, Greater El Paso Chamber of Commerce Government Relations Division, 2010
- Chair, Greater El Paso Chamber of Commerce Leadership El Paso, 2007
- Chair, Greater El Paso Chamber of Commerce Quality of Life Committee, 2006
- Chair Public Relations Committee, Board of Directors, Paso Del Norte Health Foundation (past service)
- Member, Advisory Board, El Paso 211
- Chair, National Communications Committee, National Association of County Behavioral Health Districts
- Member, Board of Trustees, County of El Paso Risk Pool Board
- Member, Board of Directors, Creative Kids (past service)
- Member, Creative Cities Leadership Group, City of El Paso, 2006-07
- Member, Government Advocacy Committee, El Paso Hispanic Chamber of Commerce (past service)
- Graduate, Mexican American Legal Defense Fund Leadership Program
- Member, Board of Directors, El Paso Chapter of the American Lung Association (past service)
- Member, Advisory Board, University of Texas at El Paso Department of Communications
- Executive Board Member, Public Relations Society of America, Rio Grande Chapter (past service)

## **LANGUAGES**

- Bilingual (English and Spanish)