



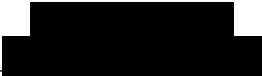
Board Appointment Form

City Clerk's Office

Appointing Office	Mayor Renard U. Johnson
Agenda Placement	Consent
Date of Council Meeting	10/28/25
Name of Board	Committee on Border Relations
Agenda Posting Language	
Appointment of Celia Gutierrez to the Committee on Border Relations by Mayor Renard U. Johnson.	
Appointment Type	Regular
Member Qualifications	
Oversee all daily operations of the Committee on Border Relations.	
Nominee Name	Celia Gutierrez
Nominee Email Address	
Nominee Residential Address	
Nominee Primary Phone Number	
Residing District	District 1
City Employed Relatives	N/A
Board Membership	
N/A	
Real estate owned in El Paso County	
N/A	
Previous Appointee	Cecilia Levine
Reason for Vacancy	Resigned
Date of Appointment	10/28/25
Term Begins On	06/01/25
Term Expires On	05/31/27
Term	Unexpired Term

CELIA GUTIERREZ

El Paso Texas



Human Resources professional with international and domestic expertise in all aspects of human resources. Strong portfolio of achievements including stable labor environment, turnarounds for underperforming operations, divestitures, acquisitions, Employer Substitution, enabling fast growth platforms while maintaining high level of employee engagement, strong passion for talent development strategies to promote agility and velocity in talent growth, technical skills, development, and diversity & inclusion. A motivated leader who utilizes excellent interpersonal communication skills to partner with all levels in the organization.

PROFESSIONAL EXPERIENCE

Technimark Inc

2023 – Present

People Strategy and Operations-HRBP, Technimark is a global leader in creating advanced injection-molded packaging solutions for Fortune 500 healthcare, consumer packaging and industrial customers.,

- Led the planning, direction, development and implementation of the human resources strategies such as but not limited to: Strategic planning, Talent Acquisition, Employee Relations, Performance Management, etc. As the HR Manager I am a critical Leader to support business strategy and I partner with business leaders to engage our employees at the highest level. I am responsible for ensuring compliance with all policies, company processes, and state/federal employment laws.
- In partnership with corporate HR, key HR programs and procedures were revised, updated or developed for consistency in all Technimark sites in the United States, such as Succession Planning, Total Compensation, Education programs, Performance Evaluations and different Policies and Procedures.
- 2024 Employee engagement survey participation result from 75% to 99%,
- Partnered with business leaders a strategic plan in Support of the startup of a new manufacturing clean room in El Paso.

LEAR Corporation

2020 – 2022

HR Mexico Regional HRBP, Responsible for overseen two different divisions within LEAR, E-Systems Wiring for Mexico and Honduras and Eagle Ottawa Premium Leather. Accountable for leading the Human Resources team for different locations in Mexico/Honduras, consisting in 20K to support over \$2B in revenue.

- Responsible for a consistent approach to all HR processes across the different operating businesses in Mexico. Operates HR as a Center of Excellence in support of strategic business initiatives. Develops and oversees the tracking of key HR performance metrics. Leads, trains, and supervises an exceptional team of HRBP's. Developed employee retention strategies and maintain positive employee engagement environments that encourage understanding, participation, and contribution to the growth and well-being of the Company.

- Smooth and successful closure of Monarca's 2K wiring employees in Juarez through very specific strategies to Include communications, change management and Union Labor Relations.
- Successfully co-Led 4 Collective Bargain agreements with a win-win outcome
- Implemented and completed Corporate Project Velocity "The New Way of Working in HR" in an aggressive time frame of 12 months.
- Deployed the first Talent Week within the division including employee participation from cross company, country, functions.
- Developed and Deployed a Diversity and Inclusion Strategy Plan to increase female talent in leadership positions

Johnson & Johnson

2001 – 2020

HRBP, Juarez Mexico Campus, Responsible for Human Resources supporting 12,000 Union and Non-Union employees, overseeing a team of 6 HR managers supporting 6 operating companies.

- Member of the Juarez Leadership Council to develop and deploy strategies across talent, ERLR, community and innovation in an efficient and effective approach.
- Successfully Led 20+ Collective Bargain agreements for two separate legal entities
- Savings of \$1.8M through harmonization of benefits, policies, practices, and procedures across all manufacturing sites.
- Led major divestitures of \$2B, impacting 1200 employees with successful results. Employer Substitution from Ethicon Endo Surgery to JABIL (Torres plant). Recognized by J&J corporate with a Standards of Leadership award.
- Successfully managed a major Re-organization design, "Landscape project" optimizing the overhead structure across 4 businesses – that included leveraging different departments for both Technical and Support groups, standardizing and harmonizing efforts, identifying job duplication opportunities, job leveling, compensation structures, job descriptions, change stemming from major leadership changes within the sites, resulting in 3% reduction of headcount savings of \$3M with no labor disruption.
- Led a HR transformation initiative "The new way of working of HR" involving ERLR, TA, BUHR, Workforce. Mexico launch recognized as the best deployment WW within J&J. Transformation included Taleo, Workday, Kronos update, hire up which were completed in an aggressive time frame of eight months, and a cost savings of \$5M over the next 9 years.
- YOY succession planning utilization is in the 80% by leading global talent management initiatives including talent reviews, succession planning, and Leadership development. Designed comprehensive talent management processes to identify successors for critical positions and high-potential pipeline of mid-level talent.
- Developed with Business leaders' strategic plans to increase employee engagement scores for the 5 operating companies with YOY improvements, reaching 96% in 2018, the highest scores within J&J.
- Accelerated people development through innovative programs (Deep Dive, GROW, Emerging Leaders, Next Generation) that enables rotation experiences across different businesses and functions in a faster timeline to business needs.

EDUCATION

Business Administration/ Universidad Autónoma de Chihuahua

Master in Organizational Development / URN of Juarez Mexico