



Board Appointment Form

City Clerk's Office

Appointing Office	Representative Cassandra Hernandez, District 3
Agenda Placement	Consent
Date of Council Meeting	10/22/24
Name of Board	Fair Housing Task Force
Agenda Posting Language	
Appointment of Marco Cordova to the Fair Housing Task Force by Representative Cassandra Hernandez, District 3, as an alternate member.	
Appointment Type	Alternate
Member Qualifications	
See resume.	
Nominee Name	Marco Cordova
Nominee Email Address	[REDACTED]
Nominee Residential Address	[REDACTED]
Nominee Primary Phone Number	[REDACTED]
Residing District	District 2
City Employed Relatives	No
Board Membership	
N/A	
Real estate owned in El Paso County	
N/A	
Previous Appointee	Miguel A. Hernandez
Reason for Vacancy	Term Expired
Date of Appointment	10/22/24
Term Begins On	05/01/24
Term Expires On	04/30/27
Term	First Term

Marco Cordova

SUMMARY OF QUALIFICATIONS:

Organization skills – Ability to manage multiple projects and tasks.
Strong Project Management skills – Plan, lead, coordinate, and prioritize projects.
Strong Negotiation and Interpersonal skills- Ability to influence people across a range of levels.

EDUCATION

B.B.A in Finance

University of Texas at El Paso, El Paso, TX

EXPERIENCE

SNRA Commodities, El Paso, TX

February 2023 - Present

USA and International Sales Director

- Sales Strategy Development: Lead the creation and execution of comprehensive sales strategies for both international and domestic markets, focusing on revenue growth, market penetration, and customer retention.
- Team Leadership & Management: Oversee and mentor a diverse sales team across different regions, ensuring effective goal setting, performance management, and training to meet sales targets.
- Market Expansion & Relationship Building: Identify new business opportunities, manage key client relationships, and negotiate high-value deals with distributors, partners, and customers both locally and globally.
- Sales Performance Analysis: Monitor and analyze sales performance metrics across regions, adjusting strategies as needed to meet organizational objectives and stay ahead of market trends.

Azar Nut Company, El Paso, TX

March 2012 – February 2023

Central States Sales Manager (OK, TX, NM, CO, WY, and MT)

- Sell company products through various distribution channels.
- Implement new strategies to increase market penetration.
- Analyze pricing and sales for all business products required to measure profitability.
- Develop cost and benefit analysis for various marketing campaigns and projects.
- Manage a territory surpassing \$12 million dollars in sales.
- Promote and foster a positive work environment with clients and colleagues.
- Manage 2 Foodservice GPOs – Golbon and Unipro

El Paso/New Mexico Sales Manager

- Successfully increased regional sales by 15 percent.
- Manage a territory surpassing \$1 million dollars in sales.
- Promote and foster a positive work environment with clients and colleagues.

Trade Promotion System Manager

- Overseeing the relationship with customers handled by my Sales team
- Resolving customer complaints quickly and efficiently
- Successfully recovered more than \$250,000 USD in invalid deductions
- Cross-departmental collaboration with Sales and Accounting to resolve issues with customer's pricing

Bid & Pricing Coordinator

- Created price lists for customer to display in web portals.
- Simultaneously performed shop manager and bid pricing duties.

Azar Nut Shop Manager

- Monitor inventory levels to ensure accurate stock levels.
- Produced and analyzed periodic spending reports to increase revenue.
- Accomplished highest sales in the five past years.

Azar Foodservice Administrative Assistant

- Worked administrative projects and expediting work results for Sales Regional Managers
- Administrative duties such as filing, typing, copying, binding, scanning etc.
- Answered phone calls, scheduled meetings and supports visitors

Azar Foodservice Sample Clerk

- Worked with R/D for sampling products to potential new customers
- Organized samples for food shows and conferences across the United States

Azar Production Operator

- Setting up, monitoring, and maintaining machines and equipment used in production lines.
- Feeding raw materials into machines, operating machines, making minor repairs, replacing parts, and testing finished materials for compliance.

Southwest Staffing, El Paso TX

August 2010 – March 2012

Office Assistant

- Updated and maintained safety compliance programs.
- Produced payroll records.
- Organized agenda for customers use.
- Contributed in the hiring process of new team members.
- Trained new employees in production area and time-cards.

SKILLS

- Language: Fluent in Spanish (verbal and written).
- Proficient with MS Word, MS Excel, MS Power Point.