Board Appointment Form
City Clerk's Office

Appointing Office	Representative Joe Molinar, District 4
Agenda Placement	Consent
Date of Council Meeting	07/02/24
Name of Board	Greater El Paso Civic, Convention and Tourism Advisory Board

Agenda Posting Language

Appointment of Genevieve Torrez to the Greater El Paso Civic, Convention and Tourism Advisory Board by Representative Joe Molinar.

Appointment Type	Regular

Member Qualifications

See attached resume.

Nominee Name	Genevieve Torrez
Nominee Email Address	▮▮▮▮▮▮▮▮
Nominee Residential Address	▮▮▮▮▮▮▮▮▮▮▮▮
Nominee Primary Phone Number	▮▮▮▮▮▮
Residing District	District 2
City Employed Relatives	N/A

Board Membership

N/A

Real estate owned in El Paso County

N/A

Previous Appointee	Deborah Zuloaga
Reason for Vacancy	Term Expired
Date of Appointment	07/02/24
Term Begins On	06/13/24
Term Expires On	06/12/26
Term	First Term

Genevieve Torrez

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Results-oriented Certified Scrum Product Manager with comprehensive experience in driving successful product strategies, delivering innovative technology solutions that align to business strategies, and promote cross functional collaboration innovation. Demonstrated expertise in leading cross-functional teams and managing end-to-end product lifecycle. Adept at translating customer needs into actionable requirements, prioritizing feature development, and ensuring timely delivery. Excited to bring creativity, strategic product planning, and organizational expertise to drive exceptional products.

Areas of Expertise

- Data Visualization Tools
- Agile Change Management
- Product Development Lifecycle
- Customer Relationship Management

- Business Development
- Product Management
- Risk Management
- Brand Management

- Product Marketing Management
- User Experience Design
- Local-State-Federal Government
- Data and Business Analytics

Professional Experience

Booz Allen Hamilton, Charleston, SC **2022 – Present**
Information Technology Business Analyst/Product Owner

Develop agile product vision that aligns customer centricity and business needs with organization's goals by building the best technical, cloud, MI/AI products for the Department of Veterans Affairs. Generate and manage technical product backlog in JIRA, including writing and prioritizing themes, epics, features, and stories, defining actionable acceptance criteria, and facilitating refinement sessions with team. Acted as voice of the customer proxy by understanding their business strategies and aligning business needs with the product strategy and road map, interact with multiple customers from different backgrounds and work styles, and resolves conflicts effectively. Engage in sprint planning and provide ongoing support to teams throughout each sprint. Uncover customer needs and insights, driving informed decision-making by user research and analysis. Maintain product lifecycle, including ideation, launch, and ongoing optimization.

- Successfully manage and launch multiple technical digital initiatives through full life cycle in support of agencies missions to improve customer service

- Translate user insights and business requirements into clear actionable UX requirements for development team

- Developing and communicating a clear UX strategy aligned with overall goals and objectives

- Acting as a bridge between stakeholders and marketing teams, facilting discussions and decisions related to UX design and implementation

- Analyze requirements and define features, create and document user stories, epics, and acceptance criteria, and conducts backlog grooming and prioritization for each PI

- Led and collaborated extensively with engineering, UX, designers, and data science teams, employing quantitative and qualitative research efforts to drive software development.

- Create product roadmaps, create technical and non-technical user stories, and accomplished 98% of on-time delivery rate for all features and ensuring stories meet the user's needs with clearly defined acceptance criteria that comply with the Definition of Done

- Analyze IT requirements in business process through requirements elicitation, solutions identification, risk analysis to ensure features and subsequent stories meet expectations.

- Translate business needs into a workable system and articulating on specific software requirements by communicating about these requirements with technology experts and business stakeholders.
- Govern sprint planning and communicated product vision to technical team and client, leading to 99% of success rate in achieving goals and deadlines.
- Support defect triage activities by working with triage team to identify root causes through resolution, providing support, understanding technical issues, and understanding detail to coordinate multiple viewpoints into a single message.
- Involve in multiple requirement-gathering sessions to capture use cases, data, and technology requirements from subject matter experts and end users in AWS and API product initiatives.
- Create and partner in Scrum ceremonies such as iteration planning, iteration review, demos, and sprint ceremonies and UAT meetings.

Texas Tech Health Science Center of El Paso, El Paso, Texas   **2021 – 2022**
Business Coordinator

Collaborated with leaders to establish university-wide strategic product vision. Developed data sets and utilized software for data retrieval. Formulated impactful data visualizations to drive product decision-making and achieve key results with marketing team. Identify and elevate visibility on project risks such as delivery delays, scope creep, cost variance, etc. through regular executive and partner stakeholder engagement. Manage multiple budgets for departments along with planning for entire Texas Tech Health Science Center.

- Escalate any anticipated risks, issues and opportunities by providing presentations to team and leaders
- Effectively communicated to marketing teams, aligning efforts through a lens of user experience and data-driven insights, ensuring products catered to user needs effectively.
- Engage with local businesses to foster partnerships to promote university
- Produced engaging content such as infographics to attract and engage employees and leaders
- Conduct market research to understand prospective students preferences , demographics, and behaviors to tailor efforts accordingly
- Leveraged a strong quantitative and qualitative mindset define success metrics, consistently tracking critical metrics and driving strategies to meet or surpass defined objectives.
- Leveraged staff and public meetings to gather employee feedback, and achieved 15% increase in morale through surveys.
- Serve as a subject matter expert, providing guidance to ensure consistent experiences across teams.
- Managed Texas Tech University Health Science Center online presence through websites, social media platforms, and SEO
- Facilitated PI Planning meetings, workshops, and trainings to drive iteration content and prioritizing user stories and deadlines.

City of El Paso, El Paso, Texas   **2016 – 2021**
Program Supervisor- El Paso Parks and Recreation

Oversaw agile end-to-end event program developments, including opportunity identification, program creation, launch, and optimization. Utilized market analysis, competitive intelligence, and user data for data-driven product decision-making. Performed user research and market trend analysis to inform decision-making. Experience planning and analyzing local government policy in the assessment and improvement of program effectiveness and management processes and systems. Engaged in stakeholder meetings to collaborate with diverse teams and establish effective go-to strategies. Experience producing and formatting web content, articles and other online content with attention to detail. Stayed current on business trends and technological advances uses knowledge of company products and services to meet customer needs. Presented actionable Tableau insights to management for informed decision-making.

- Developed and launched revenue-generating products increasing 30% growth rate, and was delivered efficiently, on time, and on budget
- Conducted big data analytics in products and services to provide insights on design and development
- Owned the development and maintenance of Sports Division developments, including communicating key timelines and priorities for each event, and flagging and resolving potential scheduling conflicts, which resulted in a 99% improvement of success of event
- Manage strategic and business decisions related to product creation, development, positioning, and marketing
- Improved product engagement by 45% through user research interviews and metric tracking in Google Analytics
- Grew customers by 65% via coordinating with stakeholders to analyze customer decline and implement targeted solutions for product
- Develop and execute marketing campaigns to promote parks, facilitates, programs, and events to local and regional communities
- Manage the departments digital presence, including websites, social media accounts, email newsletters, advertising efforts
- Drove $500K quarterly sales increase by bridging program gaps in Google Analytics through new program development.
- Create marketing content such as videos, photos, info graphics, and posts highlighting park amenities, upcoming events, and success stories.
- Communicated with executives to drive innovative business processes and technology initiatives, boosting operational efficiency by 40%.
- Engage with local residents, community organizations, school, businesses to foster partnerships to promote department opportunities
- Applied consumer-driven tier pricing model, generating average sales by 42% through strategic pricing restructuring.

Education & Certifications

Master of Science in Business Administration
West Texas A&M, Canyon, Texas, 2019

Master's Graduate Certificate in Business Analytics
Texas A&M, Commerce, Texas, 2020
UX/UI Certification
Deep Dive Coding Bootcamp Albuquerque, NM 2021

Technical Proficiencies

Atlassian JIRA | SQL | Tableau | Business Analytics | R | UX/UI| ServiceNow| AWS| HTML | Social Media Outlets | Mural