



Board Appointment Form

City Clerk's Office

Appointing Office	Representative Art Fierro, District 6
Agenda Placement	Consent
Date of Council Meeting	09/10/24
Name of Board	Committee on Border Relations
Agenda Posting Language	
Appointment of Rosario Holguin to the Committee on Border Relations by Representative Art Fierro, District 6.	
Appointment Type	Regular
Member Qualifications	
Worked for HIGHERGROUND CONSULTING, LLC between 2011 to 2023 where she customized strategies for a range of client verticals.	
Nominee Name	Rosario Holguin
Nominee Email Address	[REDACTED]
Nominee Residential Address	[REDACTED]
Nominee Primary Phone Number	[REDACTED]
Residing District	District 8
City Employed Relatives	N/A
Board Membership	
CAMINO REAL REGIONAL MOBILITY AUTHORITY	
Real estate owned in El Paso County	
[REDACTED]	
Previous Appointee	Jonathan Childress
Reason for Vacancy	Term Expired
Date of Appointment	09/10/24
Term Begins On	06/01/23
Term Expires On	05/31/25
Term	First Term

ROSARIO HOLGUIN

COMMUNICATIONS STRATEGIST

Equipped to create an overall strategy for a distinct marketplace competitive advantage

BRAND VALUE

- **I am best at** critical-thinking and problem-solving to create custom solutions and maximize brand visibility; and as a person who can listen, absorb and execute with the team.
- **I serve** multi-cultural audiences with insights of the U.S.-Mexico relationship with fluency in languages and cultures.
- **My unique selling point is** an ability to synthesize information to identify trends and create strategies to meet the future in the present.

CORE COMPETENCIES

- | | | |
|--|---|--|
| <input type="checkbox"/> Collaboration | <input type="checkbox"/> Learning Agility | <input type="checkbox"/> International Relations |
| <input type="checkbox"/> Natural Curiosity | <input type="checkbox"/> Emotional Intelligence | <input type="checkbox"/> Self-Starter |

PROFESSIONAL EXPERIENCE

HIGHERGROUND CONSULTING, LLC
2011 to 2023

Specializes in Strategic Communications | Brand Identity | Creativity

Creative Director

Customized Strategies for a range of Client Verticals:

- **U.S.-Mexico International Trade | Supply Chain Sustainability | Bespoke Manufacturing | Commercial-Residential Design**

SECUREORIGINS, INC., El Paso, TX
2001 to 2011

Specializes in supply chain visibility and security applications for U.S.-Mexico border-based manufacturing market.

Chief Communications Strategist

Advocacy strategies and stakeholder outreach for a venture-funded firm formed post-9/11/2001.

Key Contributions:

- **Launched bi-national** first-of-its-kind U.S.-Mexico seamless and secure trade demonstration, highlighting intelligent logistics (point-of-origin to customs through the supply chain to the destination and back).
- **Received standing ovation** for keynote address, Border Issues Conference, Library of Congress.
- **Provided creative direction** for branding, collateral, presentations, solution identity, website evolutions.
- **Provided the communications plan** for the Emerging Technology Fund of Texas award.
- **Expanded policies to strengthen seamless cross-border international trade** for clients, trade and industry groups, technical services partners and governmental agencies.
- **Designed and orchestrated** the move to a new headquarters; a high-tech, open space, mobile office environment with a command center to showcase the supply chain applications in real time.
- **Delivered high-impact presentations** to the Homeland Security Group at the RAND Corporation.

MINDSEARCH, San Antonio, TX

1999 to 2001

Director of Consumer of Research

Pioneered the division for client verticals, survey development; research panels; and post-campaign reporting.

Key Contributions:

- **Created, built and executed** MindSearch (1999), an internet-based consumer research model that was successfully launched based on tracking, identifying and analyzing new economy trends.
- **Negotiated** a test market partnership for MindSearch with a Mountain View California-based vendor.
- **Provided creative direction** for all branding including the product name, touch screens, test market locations and management.
- **Introduced seamless touch screen surveys**, with a stealth mix of graphic-based images and questions.

CITY OF SAN ANTONIO, San Antonio, TX

1995 to 1997

Specialist - Department of International Affairs

Recruited export-potential companies by leading trade delegations to Mexico trade offices. Organized and executed itineraries for international VIPs to build relationships with trade partners, and foster partnerships that increased global visibility, cultural understanding, and economic growth.

Key Contributions:

- **Led Trade delegations** to the City's Trade Office in Mexico City, Guadalajara and Monterrey..
- **Executed** itineraries for international VIPs, such as the Chairman of the British Overseas Board of Trade, U.S. Ambassador to Spain, and renowned Futurist Alvin Toffler
- **Awarded** the Silver Medal for the first Export Award, National Council for Urban Economic Development.
- **Expanded** business relationships in Mexico for an environmental services company to begin exporting their technology and services.

Additional Experience:

Board of Directors, Camino Real Regional Mobility Authority (Appointed by Mayor and City Council)

Woman's Fund of El Paso, Founding Board Member (200+ scholarships and leadership opportunities)

Trends Research; Naisbitt Group (futurist consultancy for Fortune 500 clients), Washington, D.C.

Director, Heritage Tourism Project; National Trust for Historic Preservation, City & County of El Paso, Texas

Habitat for Humanity

El Paso Food Bank

ACADEMIC BACKGROUND

LONDON SCHOOL OF ECONOMICS, London, UK

M.Sc. in Comparative Government

TEXAS CHRISTIAN UNIVERSITY, Fort Worth, TX

Master of Liberal Arts | Bachelor of arts in Political Science

ROSARIO HOLGUIN



Profile

- Thrive on developing and executing intricate projects.
- Proficient, empathetic and goal-minded leader.
- Strategic Thinking for successful communications and branding.
- Keen understanding of critical market and business drivers.
- Extensive cross-cultural experience for international partnerships.
- Insights into the U.S.-Mexico- relationship and fluent in Spanish.



Experience

HigherGround **Consulting** / Founder & Creative Director

Communications & Branding for diverse verticals:

International Trade - Commercial | Residential Design - Supply Chain Sustainability -
Bespoke Manufacturing -

sought after by designers and creative brands with 95,000+ pinterest admirers.

SecureOrigins Smart Logistics / Director of Communications

Expertise in supply chain visibility applications - led a first of its kind demonstration for U.S.-Mexico Border Trade - advocacy initiatives and stakeholder outreach - as a seasoned public speaker, delivered keynote presentations to the Homeland Security Group RAND Corporation and at the Library of Congress, receiving a standing ovation.

Office of International Affairs, City of San Antonio / Specialist

Identified export potential by leading trade delegations to Mexico City, Guadalajara and Monterrey - silver medal in the first Export Award by the National Council for Urban Economic Development - hosted international VIPs: Chairman of the British Overseas Board of Trade, the U.S. Ambassador to Spain and renowned futurist Alvin Toffler.

Tactix | MindSearch / Director of Consumer Research

Led the research for client verticals; survey development,; and post-campaign reporting. **Created, developed and executed MindSearch** (1999), an internet-based consumer research model based on identifying and analyzing new economy trends. **Negotiated a partnership for MindSearch test market** with a Mountain View California-based vendor. **Created all branding;** product name, test market locations and management. **Designed the seamless touch screen surveys,** with a stealth mix of graphic-based images and questions.

National Trust for Historic Preservation, Heritage Tourism / Director

Expert utilization of historic assets for community development - national model for the National Trust in Washington, D.C. for grass roots organizing, community education and marketing programs. Restored 16th-century Spanish missions, revitalized the 'camino real' trail and created growth opportunities for businesses along the trail - led a diverse group of public and private stakeholders in the city and county of El Paso, Texas.

Camino Real Regional Mobility Authority / Board of Directors

Appointed by the mayor and city council to enhance mobility with transportation infrastructure projects. Led creative initiatives including the seamless integration of key multi-modal assets and infrastructure aesthetics.

The Naisbitt Group, Washington, D.C. / Trends Researcher

For a renowned consultancy founded by futurist John Naisbitt, developed customized reports for Fortune 500 clients. From an extensive library (pre-internet), analyzed emerging themes.



Education

London School of Economics

M.Sc., Comparative Government

Texas Christian University, Fort Worth, Texas / Political Science

B.A. & M.L.A.

Inducted into Mortar Board, a national honor society for scholarship and leadership.

Attended Oxford University / study abroad (BBC and Channel 4, London).

Culture & Language

Personal background and fluency in cultures and languages.

United States - Mexico - England / English - Spanish

Professional Skills

Strategic Thinking & Communications / Collaborative / Organization and Leadership /

Business & Emotional Intelligence / Problem Solving /

Microsoft Teams / Skype / Mac OS / Zoom / Dropbox / Google Suite

Personal Skills

Deep expertise in creating a distinct marketplace competitive advantage.

Creative - Natural Curiosity - Learning Agility - Attention to detail - Sense of Humor