



Board Appointment Form

City Clerk's Office

REVISED
10:11 am, Mar 20, 2024

Appointing Office	Representative Henry Rivera, District 7
Agenda Placement	Consent
Date of Council Meeting	03/26/24
Name of Board	Museums and Cultural Affairs Advisory Board
Agenda Posting Language	
Appointment of Ofelia Mletzko to the Museums and Cultural Affairs Advisory Board by Representative Henry Rivera, District 7.	
Appointment Type	Regular
Member Qualifications	
Please see Resume	
Nominee Name	Ofelia Mletzko
Nominee Email Address	[REDACTED]
Nominee Residential Address	[REDACTED]
Nominee Primary Phone Number	[REDACTED]
Residing District	District 7
City Employed Relatives	No
Board Membership	
No	
Real estate owned in El Paso County	
[REDACTED]	
Previous Appointee	Jeffry Harris
Reason for Vacancy	Term Expired
Date of Appointment	03/26/24
Term Begins On	10/01/21
Term Expires On	10/01/25
Term	First Term

Luz Ofelia Mletzko

El Paso, Texas, United States



Summary

Luz Ofelia Mletzko attended Phoenix University of Santa Teresa and Park University in Fort Bliss - Sales and Marketing Major.

After working in the Maquiladora Industry in various positions from Assistant, Production Planner and later Materials Manager for Major US Corporations (Zenith, Acer, A.O. Smith, Proctor Silex) she joined Future Electronics, a Worldwide Distributor based out of Canada. She later joined Arrow Electronics, a Worldwide Electronic Distributor with Headquarters in New York.

She is currently a Top Producer for Sager Electronics since 2003, an Electro-Mechanical Component Distributor with Headquarters in Massachusetts. She holds the position of Territory Sales Manager for the Country of Mexico where she works closely with Maquiladora Executives from major US Corporations, establishing Vendor Managed Inventory Programs, and Replenishing programs for their Electro-Mechanical Components Supply Chain.

She is an active participant of the Hispanic Chamber of Commerce in El Paso/Women Business Center, Toastmasters International, Past President of The Rotary Club of West El Paso, Founder and President of The El Paso Rotary Zaragoza Club in 2018. D5520 Rotary Toastmaster Chair, D5520 Environmental Ambassador, Board Member of the Salvation Army and RotaCare Free Medical Clinic, Committee Member of Money Smart Week - Federal Reserve Bank of Dallas in El Paso, Speaks English/Spanish, Conversational Italian. A Triathlete and Competitive Runner.

Experience

Territory Sales Manager

Sager Electronics

Jan 2003 - Present (21 years 2 months)

Responsible for the Sales and Marketing of ElectroMechanical Components to the Maquiladora Industry. Develop marketing strategies to optimize sales growth and account penetration on a bi-cultural market. Forecast new product potential. Work closely with CSRs in the US to meet and exceed quarterly budgets and maintain the highest service levels. Coordinate monthly review meetings, review sales budgets and forecast information. Maintain strong territory presence with local Rep. and Customer Community. Currently covering all the Mexico Territory with the exception of Baja and Nogales. Current Territory exceeds \$12M.

Accomplishments:

- *Continually top three in the Company
- *2016 Flextronics SMI Agreement with a \$2.5M potential 1st. year
- *2018 Jabil Guadalajara - Consignment Program
- *2011 \$10M Territory
- *2008 ECI Top Distributor Award
- *2007 and 2006 ECI Supplier Recognition Program
- *2005 Via Systems Distributor of the Year
- *2005 Territory increased from \$500 to \$8M in Sales

*2005 Developed and implemented first "Account Development Program" for Territory Assigned



Field Sales - Mexico

Arrow Electronics

Oct 1997 - Jan 2003 (5 years 4 months)

Accomplishments:

*200% growth within 1st. year

*Increased local market position to number #2 within 12 months

*Contract Manufacturing responsibilities awarded in Nov. 99 in addition to OEM accounts

*Implemented Valeo's Value Added Program on National Semiconductor -Franchised line

*Awarded Pollak In-Plant Store in Feb. 2000, an \$8Million Potential and Arrow's first in-plant store in Mexico

*Alphabet's Value Added Program, a \$4M potential, 80% electromechanical content.

*Increased account base from 10 to 45 accounts within six months

*Co-developed and led in the Scientific Atlanta transition to the local Branch in El Paso



Group Sales Manager

Future Electronics

Oct 1995 - Oct 1997 (2 years 1 month)

*Increased employee morale

*Trained sales staff in contract negotiation techniques and administrative reporting requirements

*Managed 3-state region

*Supervised five Field Sales Representatives generating an excess of \$4M

*Promoted to Sales Manager within six months on the Job

*Increased own Territory from \$200k to \$5M by end of first year

Education



Universidad de Los Andes

Certification, Doing Business in Latin America

Aug 2021 - Nov 2021

An overview on distinctive characteristics of Latin based organizations and their economic development. Course was set to gain better understanding on how these organizations create competitive advantage through costs and differentiation, their industrial policies, and how multinationals domestic success leverages their internationalization strategies through market selection, speed into market, and entry modes.



University of Illinois Urbana-Champaign

Strategic Leadership and Management - Diplomado, Business, Management, Marketing, and Related Support Services

May 2021 - Sep 2021

iMBA qualified Courses cover foundations of everyday leadership, leadership applications, designing and managing the organization, business and corporate strategies.



SDA Bocconi

SDA Bocconi School of Management, Milano - Italy, International Leadership and Organizational Behavior - Certificate

Feb 2021 - May 2021

Certification navigates the leadership challenges that apply to International Leaders and, how successfully advance international and global agendas, by integrating different local and remote resources, cultures, languages, and form teams that can work together successfully at the level any organization to meet goals and objectives. This course navigates situational work assignments across national borders and in multi-cultural environments, and was designed to deal with customers or suppliers abroad, or part of a dispersed cross-functional team or with international assignments by surrounding assignments with a global on-line community.



University of Phoenix

Sales and Marketing

1999 - 2001



El Paso Community College

2018 - Present



The University of Texas at El Paso

Conversational Italian

Skills

Key Account Management • Electronics • Sales Management • New Business Development • Account Management • Supply Chain • Product Management • Manufacturing • Sales • Six Sigma