

Jarrold R. Cordova

Santa Fe, New Mexico

Program Director, Small Economic & Enterprise Development

April 2024 – Present

Institute of American Indian Arts (IAIA) – Santa Fe, NM

- Provides leadership needed to facilitate community and economic development.
- Develops and implements strategies and work plans for achieving program and project goals.
- Identifies and promotes new business opportunities and the expansion of existing businesses.
- Maintains working knowledge of local economic environment and cultural trends to recommend and drive changes and modifications to cultivate relevant outreach and educational content.

Director of Development

June 2023 – April 2024

Esperanza Shelter – Santa Fe, NM

- Led 4-person team to develop and manage the communication and outreach to the community about organization's domestic abuse services.
- Built and maintained strategic relationships with current and potential individual, corporate and organizational donors to identify funding opportunities and new revenue growth.
- Initiated, planned, supported and participated in all fundraising solicitations, including direct mail, online campaigns, special events and beneficiary events, and partnerships.
- Provided leadership for the establishment of policies and procedures for operational activities.

Manager, Human Resources Information Systems (HRIS)

August 2022 – December 2022

Santa Ana Star Hotel & Casino (SASCH)

- Responsible for providing planning, project coordination, and management of the SASCH HRIS.
- Collaborated with multiple stakeholders including HR, IT and implementation consultants, to drive technology solutions and business processes with a focus on continuous improvement.
- Led complex, large-sized projects to implement new platforms and modifications and enhancements for core HR and talent technology solutions.

Manager, Retail (CoVID-19 Essential Positions)

April 2020 – April 2022

Tractor Supply Company & ACE Hardware – Taos, NM

- Directed and supervised employees engaged in sales, inventory-taking, reconciling cash receipts, or in performing services for customers.
- Created and delivered action plans to boost business and enhance product performance by using visual merchandising, individual training and team building.

Director, Business Development and Investor Relations

January 2018 – April 2019

Greater Albuquerque Chamber of Commerce (GACC)

- Directed high-performing Business Development team to execute business development strategies & initiatives to maximize firm's profits, market share and ensure customers satisfaction.
- Generated over \$1 Million Dollars in Revenue through: New Membership Sales and Member Retention, Sponsorship Activities, Special Events, and Business Marketing opportunities.
- Provided leadership for the establishment of policies and procedures for operational activities designed to promote long-term growth and financial vitality of the organization.
- Negotiated contracts with vendors, distributors, and clients to maximize savings, increase profitability, and increase organizational effectiveness.
- Performed market research/analysis providing marketing advice to all departments within the GACC.

Manager, Organizational Development & Employee Training**August 2016-September 2017**

Laguna Development Corporation (LDC) – Route 66 Casino Hotel

- Oversaw 1200+ employee, Human Resource Training and Organizational Development Department for hospitality and casino gaming corporation with \$72+ Million in annual revenue.
- Analyzed training needs for 4 properties--developed and implemented training solutions for 77 departments and various organizational levels (executive, management and front-line).
- Facilitated New Hire Orientation, Train-the-Trainer, Customer Service and Team Building training programs; utilized ADDIE Instructional Design to develop and implement corporate curriculum.
- Directed HR Projects: job satisfaction survey, new policy/procedure implementation, team building.

Analyst, Strategic Planning and Analysis**June 2012-July 2016**

Oklahoma State Regents for Higher Education (OSRHE)

- Compiled & analyzed quantitative and qualitative data used to formulate statistical progress and produce reports necessary for strategic decisions, policy making and budgetary forecasts.
- Advised public policy leaders with data-driven evidence for strategic planning and analysis for the state's educational attainment, employment, and economic outlook.

**Coordinator, Workforce & Economic Development/
Liaison to Oklahoma Department of Commerce****May 2011-June 2012**

Oklahoma State Regents for Higher Education

- Responsible for day-to-day and long-range administration of statewide projects and programs.
- Expanded higher education institutions' participation in regional workforce development projects through sales and marketing efforts with target companies and consultants.
- Coordinated business development between the Oklahoma Department of Commerce (ODOC), state businesses, and potential businesses with Oklahoma's higher education system and resources.

President, Oklahoma Association of Career and Employment Professionals**Oct 2010 – Dec 2013**

- Executed duties as President of state-wide 300+ member professional development organization; directed organization's leadership team in planning annual conference and quarterly meetings.
- Directed financial budget to fund/maintain operations, maximize investments & increase efficiency.

Career Development Specialist**Sept 2008-May 2011**

Oklahoma State University-Oklahoma City

- Developed Marketing Initiatives to build business-to-business relationships; resulted in an 50% increase of internship locations and job placement for vocational training students.
- Built network of over 200 employment contacts through: cold calling, referrals, conference attendance and joining professional organizations; mastered the art of networking.
- Coordinated with local businesses to conduct needs analysis to modify student training to meet the needs of local employers and better prepare students for employment.

Manager, Training and Development**1995-2008**

United States Air Force (USAF) – Decorated and Honorably Discharged

- Taught Leadership/Management and Communication Skills Curriculum to over 723 adult learners for career progression training to become first-line supervisors.

Education**B.S. Organizational Leadership – 3.5 GPA****2008**

Southern Nazarene University, Bethany, OK

A.A. Business and Management**2004**

University of Maryland-University College

August 12, 2024

Nominating Committee
New Mexico Public
Regulation Commission
142 West Palace Avenue
Santa Fe, New Mexico 87501

Committee Members:

I am writing to express my interest in the New Mexico Public Regulation Commissioner position with the New Mexico Public Regulation Commission. As a registered political Independent, this position is of interest to me as a result of my professional experience and education in strategic planning, organizational management and public administration.

During my time with the Oklahoma State Regents for Higher Education, I served as the Coordinator of Workforce and Economic Development as well as a liaison to the Oklahoma Department of Commerce where I established partnerships between business industries and higher education. Additionally, I was responsible for the day-to-day administration of organizational and statewide projects. These projects involved articulating the needs of stakeholders, building consensus, and bringing resolutions to project barriers.

In my previous position as Director of Business Development and Investor Relations at the Greater Albuquerque Chamber of Commerce, I had the privilege of building relationships with community partners and the business community to secure continued investment into the work and the mission of the Chamber. This entailed strategic planning and community engagement via marketing and outreach activities, organizing meetings, and convincingly presenting the benefits of investing in the organization's mission.

As President of the Oklahoma Association of Career and Employment Professionals, I led and administered a 300-member professional development organization with a mission of statewide workforce development. During my three-year term, I coordinated the annual conference, committee meetings, and quarterly association meetings where we met on-site with businesses to facilitate relationships and understand employer job requirements.

In addition to my professional qualifications, I believe you will find me to be a motivated, engaging, diligent professional with exceptional communication skills. I would like to thank you for your consideration for this position and I look forward to discussing my qualifications and experience with you in the near future.

Sincerely,

Jarrold R. Cordova