



Mayor Timothy M. Keller

CITY OF ALBUQUERQUE
Albuquerque, New Mexico
Office of the Mayor

INTER-OFFICE MEMORANDUM

December 29, 2025

TO: Brook Bassan, President, City Council

FROM: Timothy M. Keller, Mayor 

SUBJECT: Reappointment of Chief Administrative Officer Dr. Samantha Sengel to the position of Chief Administrative Officer

Pursuant to Section 4(d) of Article 5 of the City Charter, I am submitting for Council's advice and consent the reappointment of Dr. Samantha Sengel for the position of Chief Administrative Officer.

In 2023, Dr. Sengel was appointed Chief Administrative Officer for the City of Albuquerque, bringing with her two decades of experience in management and executive leadership from one of the state's largest higher education institutions. Her leadership experience and longstanding relationships with City, County, and State leaders have proven invaluable to the success of the City.

During her tenure as Chief Administrative Officer, Dr. Sengel has advanced several significant initiatives. These include the court's dismissal of the Court Approved Settlement Agreement (CASA), which officially ended Department of Justice oversight of the Albuquerque Police Department on May 12, 2025; completion of the first segment of the Albuquerque Rail Trail; and progress on major public-facility improvements associated with Balloon Fiesta Park.

In partnership with the City Council, Dr. Sengel has led efforts to build out the Gateway Network, which now includes five locations: the Gateway Center, Gateway West, Gateway Family, Gateway Recovery, and the Gateway Young Adult site, which is on track to open in February 2026. Through these initiatives, the City expanded its continuum of care network and increased overnight and navigation capacity within the Gateway system. This includes the

opening of 92 beds at the Men's Housing and Treatment Navigation Center and the expansion of the Women's Center to 100 beds. In addition, Medical Sobering services were established to serve up to 50 individuals nightly, along with 50 Medical Respite beds to support individuals discharged from hospitals with up to 45 days of medical recovery. Partner capacity at the Gateway Center was also expanded.

Beyond her service to the City of Albuquerque and Central New Mexico Community College, Dr. Sengel is an active leader in central New Mexico's economic development and innovation ecosystem. She served as a state commissioner on the New Mexico Commission for Military Base Planning and as a board member of both the Kirtland Partnership Committee and the CNM Foundation, Inc.

Dr. Sengel has received numerous accolades, including being named the Albuquerque Journal's 2019 New Mexico Woman in Business—Education Honoree, an Albuquerque Business First 2018 New Mexico Woman of Influence, and a 2020 Jennifer Riordan Woman of Influence for Community Impact.

Dr. Sengel's educational background reflects her broad expertise. She earned her doctorate with distinction in Educational Leadership from the University of New Mexico and also holds a Master of Business Administration and a Bachelor of Business Administration in International Management.

I respectfully ask for your support in reappointing this highly qualified and accomplished professional to the position of Chief Administrative Officer.

Samantha Sengel, Ed.D.
Albuquerque, New Mexico 87113

EDUCATION

Harvard Kennedy School for Senior Executives in State and Local Government	2024
Doctor of Education, Education Leadership (Ed.D), with Distinction University of New Mexico, Albuquerque, New Mexico Dissertation Title: <i>Return on Investment for Dual Credit</i>	2022
Basic Economic Developer Course International Economic Development Council	2020
Data Science for Business Leaders Certificate CNM Ingenuity, Inc.	2020
Online Teaching and Learning, Certificate of Achievement Central New Mexico Community College	2020
Master of Business Administration (MBA) University of Phoenix, Albuquerque, New Mexico	2006
Bachelor of Business Administration, International Management (BBA) University of New Mexico, Anderson School of Management, Albuquerque, New Mexico	1999

PROFESSIONAL EXPERIENCE

City of Albuquerque	Albuquerque, New Mexico
Chief Administrative Officer	10/2023 – Present

Reporting to the Mayor of Albuquerque

- Oversee the day-to-day operations of City of Albuquerque departments and functions, providing executive leadership to ensure efficient, compliant, and high-performing municipal operations.
- Lead high-priority administrative and policy initiatives on behalf of the Mayor, coordinating cross-departmental teams to drive strategic objectives from planning through implementation and completion.
- Provide direct supervision and performance management for department directors and senior leaders, fostering accountability, collaboration, and continuous improvement across City operations.
- Serve as a key advisor to the Mayor and the executive leadership team on operational, organizational, and policy matters, exercising sound judgment in a fast-paced, high-pressure environment.

- Ensure clear, consistent, and timely communication across departments, elected officials, external partners, and the public, including drafting, reviewing, and editing executive correspondence, policy documents, and public communications.
- Manage complex operational issues requiring both big-picture strategic planning and detailed execution, balancing competing priorities while maintaining service delivery and regulatory compliance.
- Promote a culture of accountability, teamwork, and results by setting clear expectations, monitoring progress, and driving projects to completion within established timelines.
- Collaborate with external agencies, community organizations, and regional partners to advance City priorities and strengthen intergovernmental coordination.

Central New Mexico Community College (CNM)

Albuquerque, New Mexico

Vice President of Workforce & Community Success

7/2021 – 10/2023

Reporting to the President of the college

Accomplishments: Developed College-wide Integrated Program Review system to incorporate program economics, market demand, non-credit program and academic standards for program review. Secured \$250K grant award from Los Alamos National Laboratories for emerging skilled workforce training for national labs labor needs.

- Develop and lead the College's new division of Workforce & Community Success with comprehensive strategies for workforce and community success through employer and industry engagement, student and graduate work-based learning outcomes and job placement, and strategic community partnerships including P-20 pathways.
- Oversee the implementation of the support systems to streamline job placement and work-based learning engagement for students, graduates, employers, and industry partners to reduce time to placement and increase alignment to field of study.
- Oversee the development and implementation of the College-wide Integrated Program Review system for credit and non-credit offering – including program economics, market demand, LMI, academic and accreditation standards, actions for improvement for program review, new program development, and program support
- Oversee the development of field of study student employment initiative.
- Oversee the comprehensive system for employer and industry engagement including integration of Salesforce into college practices and procedures.

Vice President of Advancement & Enrollment Strategy

7/2018 – 6/2021

Reporting to the President of the college

Accomplishments: Successfully completed "\$20 million by 2020" major giving campaign six months early. Launched student navigators as key student partners in supporting the student life cycle from application to first

day of class.

- Oversee the implementation of an integrated marketing, recruitment, and advancement strategy to ensure more people choose CNM for education, training, partnership, and opportunity.
- Oversee the advancement and fundraising efforts of CNM.
 - Led the development and implementation of \$20 million major giving campaign, largest (non-capital) community college campaign in the country at time of launch
- Oversee the enrollment strategy and student experience of CNM:
 - Led college-wide enrollment strategy team and efforts to grow enrollment in credit and non-credit offerings.
 - Executive sponsor of the implementation of the enterprise Constituent Relationship Management (CRM) system designed to create exceptional experiences for students, community, and partners.
- Oversee the marketing, public relations, and media relations strategy of CNM to grow enrollment, sustain the reputation of the college, and ensure the community understands the exceptional work of the faculty and staff:
 - Redesigned the Marketing & Communications Office to implement a leading-edge, comprehensive digital marketing capacity.
- Serve as Acting President and President's designee in the President's absence.
- Represent the college on external committees and task groups to establish partnerships, build enrollment strategies, and promote innovative solutions to community challenges.
- Oversee Outreach and Recruitment Office, Global Education Office, Student Experience Office, CNM Contact Center, Marketing & Communications Office, CNM Foundation, Inc.

Chief Advancement & Community Engagement Officer

7/2014 – 7/2018

Reporting to the President of the college

Accomplishments: Successfully consolidated the operations of the UNM West SBDC into the CNM SBDC; successfully passed 2016 CNM Bond election including tax rate increase; received Homeland Security approval for accepting international students.

- Oversee Workforce Development and the Workforce Training Center; Small Business Development Center; Marketing & Communications Office; Outreach & Recruitment Office; CNM Foundation, Inc.; CNM Ingenuity, Inc.; Student Experience Initiative; Global Education Office.
- Served on the statewide Higher Education GO Bond committee, taking a lead role in the strategy development (2014, 2016, 2018)
- Led the strategy development for passing the 2016 Local Bond including a mill levy increase.
- Led the strategy development for international student recruitment and US Department of Homeland Security certification to accept M and F Visa students.

Interim Executive Director for CNM Ingenuity, Inc.

2/2014 – 11/2015

Reporting to the President of the college and the Board of Directors

Accomplishments: Launched CNM Ingenuity, Inc.; garnered more than \$5 million in private support from W.K. Kellogg Foundation, Daniels Fund, McCune Foundation, PNM, Intel Corporation, and others; recruited a highly regarded board of directors; opened the CNM STEMulus Center in downtown Albuquerque.

- Led the development and implementation team of CNM Ingenuity, Inc., a New Mexico University Research Park corporation designed to foster economic development in the private and public sector of central New Mexico by forging links with educational institutions, business, and government partners including the legal, IRS, and state filings for the new entity.
- Raised more than \$5 million in founding and sustaining support.
- Directed and redesigned the workforce development operations including more than twenty staff to meet the economic development, private partnership, and innovation mission of CNM Ingenuity, Inc.
- Recruited, developed, and oversaw the executive relationship management of the volunteer board of directors.
- Developed strategy in partnership with CNM academic schools and departments for maximizing educational and other assets for economic outcomes
 - Launched the first Fast-track degree in partnership with the School of Business & Information Technology (BIT),
 - Launched Deep Dive Coding that now has 16 credit hours articulated to the CIS Associate degrees in BIT,
 - Launched Business Accelerator with BIT faculty as key facilitators for business success.

Chief Communications & Government Relations Officer

7/2012 – 7/2014

Reporting to the President of the college

Accomplishments: Successfully launched College & Career High School (CCHS) with “A” school grades received consistently in every category

- Led the development and implementation team to open CCHS, an early college high school, on CNM Main campus in partnership with Albuquerque Public Schools.
- Directed college policy and procedures development, review, revision, and compliance and policy interface with collective bargaining agreements.
- Led government relations staff in developing strategy with federal, state, and local representatives regarding college priorities.
- Directed the workforce training Dean and staff in the responsive delivery of non-credit training, industry testing, continuing education, and customized training.
- Oversaw Workforce Development and the Workforce Training Center
- Served as liaison to general counsel.

- Continued to oversee departments in my previous role.

Chief Communication Officer & Special Assistant to the President

5/2007 – 7/2012

Reporting to the President of the college

Accomplishments: Led successful district expansion election; successful local bond elections; designed budget reduction communication strategy for CNM internal and external community.

- Oversaw Marketing & Communications Office including Public Relations and Media Relations, Media Production Office, Outreach & School Relations Office including recruitment and dual credit, IPRA, and strategic initiatives of the President's Office.
- Member of the CNM Executive Team.
- Led the college election strategy and efforts:
 - Successful expansion of the CNM district to include northern Rio Rancho in the 2007 Special Election with an unprecedented 81% approval from in-district and 65% approval from outside-district voters.
 - Successful local bond elections in 2011
 - Governing Board elections in 2009, 2011
- Led the college's required redistricting after the 2010 Census.
- Collaborated with the college lobbyist for execution on the legislative engagement strategy including CNM Day at the Legislature and campus visits.
- Oversaw college-wide events including the development and implementation of CNM Convocation to meet the President's vision.
- Co-led the strategic planning and development of the 2008-2012 Strategic Direction including the college's vision, mission, and values.
- Led the development of key partnerships and corresponding agreements:
 - CNM, UNM, and APS Memorandum of Understanding,
 - CNM and ABQ Transit Agreement to provide free access for students to public transportation,
 - CNM Rio Rancho and CNM West 2+2 campus partnership agreement.
- Led the redesign and transformation of the public information office into the Marketing & Communications office.
- Direct the college's dual credit program including the expansion of offerings by 600% from 2007 to 2012.
- Served as chief spokesperson for the college.
- Led the development of internal and external communication strategies to accomplish community inclusion and understanding.
- Oversaw the fiscal and administrative operations and the staff of reporting departments including annual planning, key performance metrics, and financial budget.

Special Assistant to the Governing Board for the Presidential Search

7/2006 – 4/2007

Reporting to the Chairman of the Governing Board

Samantha Sengel, Ed.D.

- Served as staff for the search for the fifth President of the college at the request of and under the leadership of Chairman Richard Barr
- Responsible for the recruitment of search committee membership, national candidates, and public participation in a transparent, national college president search.

Director of Development and Alumni Relations

10/2001 – 5/2007

Reporting to the Executive Director of the CNM Foundation

Accomplishments: Raised more than \$5 million in support for student scholarships and college initiatives; developed the Rust Opportunity Scholarship for ease of student access for emergency funds.

- Continued to oversee the responsibilities of my previous role.
- Directed the development and implementation of the first ever CNM Alumni Association.
- Staffed the CNM Foundation Board of Directors finance and investment committee including independently managed investment portfolio.
- Directed donor relations, annual giving, and planned giving campaign strategy.
- Led the CNM Retiree Association.

TEACHING & PREVIOUS HIGHER EDUCATION EXPERIENCE

University of New Mexico (UNM)

Albuquerque, New Mexico

Faculty – Part-time

5/2023 – present

Anderson School of Management, Strategic Management, PMBA

Central New Mexico Community College (CNM)

Albuquerque, New Mexico

Faculty – Part-time

6/2023 - present

School of Business, Hospitality & Technology, Financial Literacy

University of New Mexico Hospitals & UNM Children’s Hospital

Albuquerque, New Mexico

Development Office Specialist

5/1998 – 9/2001

University of New Mexico Foundation & UNM Libraries

Albuquerque, New Mexico

Development Office Student Employee

9/1994 – 5/1998

PROFESSIONAL & COMMUNITY INVOLVEMENT

Education

American Association of Community Colleges (AACC), Commission on Student Success, Commissioner, 2020 – 2023

UNM School of Engineering, Dean's Industry & Innovation Board, 2018 – 2023

NM Higher Education Department, Dual Credit Taskforce, 2012 – 2015, 2019 – 2023

CNM Foundation, Inc., Board of Directors, 2015 – 2023

New Mexico First, *Strengthening Higher Education and Tomorrow's Workforce* Statewide Town Hall, Research Advisory Committee, 2018

Mission: Graduate, Operations Team, 2014 – 2015

Albuquerque Quality Network, Board of Directors, 2005 – 2007

Economic Development

Kirtland Partnership Committee, Board of Directors, 2018 - current

State of New Mexico, Military Base Planning and Support Commission, State Commissioner, 2020 - current

CNM Ingenuity, Inc., Finance Committee, 2014 – 2023

Intel Community Advisory Panel, Member, 2022 – 2023

Mid-Region Council of Governments (MRCOG), Board of Directors, 2015 – 2023

City of Albuquerque, Homelessness Advisory Council member, 2018 - 2022 Partners Group, Rio Rancho

Chamber of Commerce, 2014 – 2017

Greater Albuquerque Chamber of Commerce, Growth Planning Council, 2004 – 2007

New Mexico Commission for Community Volunteerism, State Commissioner, 1996 – 1997

Community Impact

Girl Scouts Troop 11164, Troop Leader, 2017 – 2021

New Mexico Camp 180 Jubilee Committee, American Diabetes Association, 2017 – 2018

YMCA, U5 Soccer Coach, 2012

Cub Scout Troop 3, Volunteer, 2010 – 2015

Juvenile Diabetes Research Foundation of New Mexico, Nominating Committee, 2007

Make A Wish of New Mexico, Board of Directors, 2006 – 2007

Wesley Kids Child Care, Board of Directors, 2005 – 2008

United Way of Central New Mexico, Community Fund Review Panel, 2005

Albuquerque Community Foundation, Future Fund, Co-chair, 2004 – 2007, Board Member 2001 – 2007, Liaison to the ACF Board of Directors, 2005 – 2007

United Way of Central New Mexico, Young Leaders Society Member, 2003 – 2011

YWCA of the Middle Rio Grande, Women on the Move, Steering Committee, 2002 & 2003

Samantha Sengel, Ed.D.

HONORS

Jennifer Riordan Women of Influence Community Impact Award Winner, 2021

New Mexico Woman in Business, Education Honoree, Albuquerque Journal, 2019

New Mexico Woman of Influence, Albuquerque Business First, 2018

40 Under Forty Honoree, Albuquerque Business First, 2014

John & Suanne Roueche Excellence Award, League for Innovation, 2013

CNM Executive Leadership Year, Class of 2005 – 2006

Leadership Albuquerque, Greater Albuquerque Chamber of Commerce, Class of 2003
