

OC-20-10

---

---

**CITY OF ALBUQUERQUE  
CITY COUNCIL**

---

---

**INTEROFFICE MEMORANDUM**

**TO: All Councilors**  
**FROM: Stephanie M. Yara, Director of Council Services**  
**SUBJECT: Appointment of Mr. Wilton Rogers III to the Accountability in  
Government Oversight Committee**  
**DATE: October 2, 2020**

---

The term of one member of the Accountability in Government Oversight Committee (AGO), Mr. Daniel Trujillo expired on August 31, 2020, and he was not available to serve a second term. Per the City's Accountability in Government Ordinance §2-10-5, appointments for the AGO Committee alternate between the Mayor's office and the City Council; and it is the Council's turn to fill this vacancy.

The vacancy is for the Management Consultant position required under the Ordinance: "...and at least one Committee member shall be a professional management consultant."

The members are appointed for 3 year terms, and there is no limit on the number of terms they may serve.

The following individual is a local business consultant and is interested in service with the AGO, and his name is submitted as the potential candidate for the Management Consultant position:

Mr. Wilton Rogers III

Mr. Rogers's resume is attached for your review.

If appointed, his first term will expire 8/31/2022, and the composition of the Committee will be as follows:

Representing	Name	Term expires
1. At Large	Mr. Jack C. Emmons	8/31/2022
2. At Large	Ms. Laura Smigielski Garcia	8/31/2021
3. <i>Management Consultant</i>	<i>Mr. Wilton Rogers III</i>	<i>8/31/2022</i>
4. Law/Law Enforcement	Mr. Edmund Perea	8/31/2022
5. CPA	Mr. Johnny Mangu	8/31/2022



## Objective

Seeking a Sales Director position, or equivalent position, where I can apply my experience and ability to help generate new business, develop trust with current accounts and help increase revenue overall. I am a very driven individual looking to join a team that welcomes creative thinking supported by a company that provides high-quality service to businesses and clients.

## Experience

### STA Group

#### Founder/CEO February 2019 - Present (Albuquerque, NM)

- Create a company that services businesses with automation (Robotic Process Automation)
- Current enterprise and med market clients: 7-Eleven Hawaii, REDW, Pipeline Medical, United Credit Union, Jackson Thornton, and 7 small businesses.
- Built a revenue of \$480,000 in 2020
- Building team to grow globally.
- Businesses Partners include Automation Anywhere, HelpSystems, and Gartner.

### Diversified Robotic

#### VP of Sales & Marketing - November 2017 - February 2019 (Houston, TX)

- Built a sales team of 25 employees
- Created a sales process for our sales team to improve on their closing and deployment ratio.
- Built a marketing campaign and team for a startup (Diversified Robotic)
- Help take a start-up company to a \$1.5 million company by Dec. 2018.

### Fairfield Inn & Suites Albuquerque Airport & Towneplace Suites Albuquerque Airport by Marriott: Director of Sales / September 2016 - November 2017 (Albuquerque, NM)

- Work directly with and meet weekly with general managers, revenue managers, and management team to create proper execution.
- Directed sales team and made sure our monthly and quarterly goals are achieved.
- Responsible for building relationship with travel groups, special corporate, and government business accounts
- Prepare annual budgets and goals for hotels.
- Develop marketing and sales strategies for both Marriott properties
- Train all new hires on all sales responsibilities.
- Currently meeting and exceeding quarterly budget



- From January - June 2017 Government business up 6.1%, Special Corporate 88.3%, Group up 154.1%, Average Daily Rate (ADR) up 7.4% and total Revenue up 23.4%.

### **Fairfield Inn & Suites Albuquerque Airport:**

#### **Sales Manager / April 2016 - September 2016 (Albuquerque, NM)**

- Responsible for all groups, special corporate, and government business accounts
- Conducted weekly sales calls and site tours
- Responsible for meeting quarterly budget
- Government business up 2.1%. Special Corporate 7.8%, and Group up 57.4%, and total Revenue up 8.6%.

### **Lifestyle Fitness: Owner July 2014 - Sept. 2015 (Albuquerque, NM)**

- Fitness Studio with personal and group training.
- Customized nutrition and workout programs for clients
- Keep clients accountable and giving them the support they need to succeed
- Only trainer in New Mexico to be part of Fitzroy (Top trainers, nutritionist in the world)
- Built wellness programs for companies (ABBA Technology, Unicor Inc.)
- Voted Albuquerque Journals Readers Choice Best Specialty Gym 2015

### **Evolv Fitness: Co-Owner - Nov. 2011 - July 2014 (Albuquerque, NM)**

- Director of Sales and Marketing
- Produced over 1000 memberships in 24 months
- Generated 51 corporate accounts
- Built wellness programs for companies (Albuquerque Public Schools, Presbyterian hospital, Tricor Labs)
- Runner up for Albuquerque The Magazine Best Gym 2012 & 2013

### **Sports & Wellness: Sales Manager - Aug. 2010 - Nov. 2011 (Albuquerque, NM)**

- Responsible for sales staff meeting quota
- Implemented sales plans for sales team
- Managed corporate wellness team
- Top 10 in sales for Wellbridge Company
- Personal Trainer and Group Fitness Instructor
- National Fitness Instructor Coach

### **Defined Fitness: Director of Sales/Operations Manager - Sept. 2007 - Aug. 2010 (Albuquerque, NM)**

- Responsible for 34 staff members
- Create yearly budget and built strong management team
- Increased membership 34% in 2009
- Supervised and trained sales team to meet/exceed sales goals
- Built new fitness programs still being used and successful today.



### **Perfection Mortgage: Mortgage Broker - Oct 2003 - Sept 2007 (Albuquerque, NM)**

- Performed processing and pre-underwriting of conventional residential loan applications including management of eight loan processors.
- Team closed over 20 loans per month

### **Horizon Mortgages: Loan Officer - July 1998 – Oct 2003 (Albuquerque, NM)**

- Originate and underwrite residential loan files for real estate purchase and refinance transactions; oversee entire loan process.
- Presented at weekly sales meetings provided updates on market trends, interest rates, and lender loan programs.
- Team averaged over 15 closing a month.

### **KRQE Channel 13: Production - Jan 1994 - July 1998 (Albuquerque, NM)**

- Filmed the Nambe awards with Chris Schueler
- Filmed Adventure Rio with Chris Schueler
- Responsible for producing story lineup for live news stories (Audio/Camera)
- Filmed local events (Lobo games ESPN, professional boxing HBO, etc.)

## **Education**

New Mexico Highlands University:  
Bachelors of Communications

Graduation Date: Dec. 1993

## **Skills**

- 25 years of corporate and personal sales and marketing experience
- Received numerous awards for individual and team accomplishments
- Knowledgeable in Word, Excel, and Power Point, script writing, filming and video editing
- Hard working and loves working with a supportive team that is creative
- Very knowledgeable in the health and fitness industry
- Can easily fit into a team and contribute immediately

## **Awards/Certifications**

RPA Business Analyst (Automation Anywhere and HelpSystems)  
Marriott Access Edge Level 4 completed (Extended Stay & Modern Essential)  
AED Ambassador (Albuquerque Economic Development)  
Best New Mexico Trainer 2011, 2012  
Best New Mexico Fitness Center 2009, 2010, 2012, 2015  
Les Mills National Instructor Trainer 2009-2011  
Best News Director KRQE 1996  
RMAC first team running back 1992,1993