

Brooks Development Authority District 9 Academic Institution	Application No: No: 20200922170340_10123
ELIGIBILITY	
PROFILE	
Prefix	Mr.
Last Name	Garza
First Name	Rudy
Middle Name	D
Suffix	
Preferred Name	Rudy
Title	
Address Type?	
Address	
City	
State	
Zip	78258
Phone Type?	
Phone number	
Phone 2 Type?	
Phone 2 number	
eMail	
Employer	
Job Title	
Occupation	
Board/Commission/Committee Name	Brooks Development Authority~District 9~Academic Institution~01
DEMOGRAPHIC INFORMATION	
The City of San Antonio strives for boards and commissions to be representative of our diverse community. Providing the following demographic information is voluntary, and will only be used for statistical and reporting purposes.	
Race/Ethnicity (Please select all that apply):	Hispanic/Latino/a
Gender:	Male
Age:	45 to 54
Do you identify as a sexual minority (such as lesbian, gay, bisexual, queer, etc.)?	No
QUESTIONS	
If this board position requires residency within Bexar	Yes

County, the City of San Antonio city limits or within a particular council district, do you meet those residency requirements?	
Are you a City of San Antonio resident?	Yes
San Antonio Resident Length - Years	09
In which City Council District do you reside?	09
How many years have you lived in the City Council District where you reside?	09
Do you or any of your immediate family members or any businesses that you or they own currently have any direct or indirect financial interest in any contract(s) with the City, including subcontracts?	No
Will you or any of your immediate family members or any businesses that you or they own seek a contract(s) with the City in the foreseeable future?	No
Do you or any of your immediate family members or any businesses that you or they own have any financial interest, direct or indirect, in any sale to the City of any land, materials, supplies, or service?	No
Does your employer or an employer of your immediate family members have a contract with the City?	No
Do you or any of your family members currently serve or in the past year served as an administrative aide to a Councilmember?	No
Do you currently serve in any elected or appointed public government office?	No
Are you a member and/or officer and/or employee of any boards, commissions, corporations, non-profit entities, agencies, or other entities?	No
Do you intend to seek election or appointment to any public office or board or commission in the foreseeable future?	No
Have you ever been hired for a position with the City of San Antonio?	No
Describe your Educational history.	Bachelor of Science, Electrical Engineering - UT Austin (1996) MBA - Univ. of North Texas (2004)
Describe your Professional History & Certification designations (Current and historical).	Leadership Team of CPS Energy 2012 - Present (Various Positions) Leadership Team of the City of Corpus Christi, 2008 - 2012 (Various Positions) Leadership Team of TXU Corp., 1995 - 2008 (Various Positions) Detailed Resume is Attached.
Describe your Volunteer Experience & Community Service	I currently serve on the SAISD Foundation Board, School Council at Holy Spirit Catholic School, and Community Advisory Board for the Junior League of SA. My past community service

	<p>has included Chairing the Boards of the South SA Chamber of Commerce, Chairing the Board of WSA Alamo, and serving on the Boards of the SA Hispanic Chamber of Commerce and the San Antonio Convention and Visitors Bureau. My volunteer experience is also included in the attached Resume.</p>
<p>Please provide a brief narrative outlining your reasons for seeking appointment to this board or commission:</p>	<p>I have been supportive of economic growth and improving the business community in South San Antonio since I came to this community over 9 years ago. As a past Chairman of the South SA Chamber Board, I understand the dynamics of the Southside community and the importance of Brooks to the broader economy of San Antonio. Many CPS Energy employees work and live on the Southside and my experience developing infrastructure and supporting community economic development strategies would be applicable to the work of the Brooks Development Authority Board. I would be honored to represent Councilman Courage and my Council District on the Brooks Board.</p>
<p>APPLICATION SIGN-OFF</p>	
<p>As a board, commission, or committee member, you will be asked to adhere to: Code of Ordinances, City of San Antonio, Part II, Chapter 2, Article IX, Sec.2-534. All board and commission members must file a Financial Disclosure Report with the Office of the City Clerk upon appointment, and annually thereafter, throughout the member's term. Failure to file a Financial Disclosure Report within the time required by the City's Ethics Code will be considered an automatic removal.</p>	
<p>I understand that if any member of the public makes a request for information included in this Application for Appointment, most of the information must be disclosed under the Public Information Act. I understand that the City of San Antonio will attempt to maintain the confidentiality of highly private matters by seeking an Attorney General's opinion in accordance with the Public Information Act. I understand that it may not be legally possible to maintain the confidentiality of such information, and I hereby release the City of San Antonio, and its agents, employees and officers, from any and all liability whatsoever if the information must be released pursuant to the Public Information Act or any other law requiring its release.</p>	<p>Acknowledged</p>
<p>OATH: I have read and understand the guidelines set out in this application. The foregoing statements are true, accurate, and complete. I agree that any</p>	<p>Acknowledged</p>

misrepresentation or omission of facts may result in my disqualification for appointment.	
Enter Your Name	Rudy D. Garza
Date of submission.	9/22/2020
The Texas Public Information Act provides that each government official may choose whether to allow the public access to the information in the custody of the City that contains your home address, home telephone number, or reveals whether you have family members. Please note that this does not apply to business addresses, which are subject to public disclosure. If an open records request is filed requesting to view or obtain records that contain your personal information, the City will take steps to protect your personal information as authorized by the Texas Public Information Act, but only if you have elected to protect personal information.	
I want the public to have access to my Home Address.	Yes
I want the public to have access to my Home Telephone Number.	No
I want the public to have access to my Social Security Number.	No
I want the public to have access to my Emergency Contact Information.	No
I want the public to have access to my Family Information.	Yes
Please attach any additional information, such as a current resume, using the Attachments panel at the bottom of this page.	

RUDY D. GARZA

757 Treaty Oak · San Antonio, TX 78258 • (210)793-5984 • rdgarza@cpsenergy.com

CAREER HIGHLIGHTS

- **Industry Restructuring:** Highly involved as industry stakeholder in the deregulation of the electric market in Texas from 1999 – 2002, including electronic transaction protocol development, development of rate structure for regulated wires businesses, contract terminations for services deemed competitive, and a rate case at the Public Utility Commission of Texas which unbundled multiple business units into separate competitive entities.
- **Gas Utility Asset Divestiture:** Member of the project team and led the due diligence team which divested of TXU Gas in the \$500M sale of gas utility assets to Atmos Energy in 2003-2004.
- **Electric Utility Privatization:** Responsible for the legislative affairs component of the largest private equity buy-out in U.S. history (at the time) in the privatization of TXU Corp. by KKR and Texas Pacific Group in a \$45 Billion transaction in 2007.
- **Public-Private Partnership Development:** Responsible for the project team that developed a model for public private partnership development in the operation of multiple public golf course assets in Corpus Christi in 2011. This partnership took assets that were operating at a growing multimillion dollar negative cash flow and put them on a path to solvency within a 2 year period.
- **Municipally-Owned Utility Rate Case Execution:** Implemented a successful rate plan within CPS Energy through the City of San Antonio that sought approval for a 4.25% rate adjustment with a financial impact of over \$60 Million on an annual basis in 2013.
- **Legislative Session Execution:** Legislative responsibilities have spanned six legislative sessions from the 78th through the 84th Sessions of Texas with direct involvement in the passage of over 30 bills which became law.

EXPERIENCE

CPS ENERGY, San Antonio, Texas

Interim Chief Customer Engagement Officer, January 2020 – Present

- Member of the Senior Chief Team • Responsible for Customer Engagement Business Unit that includes our Call Center environment, Executive Account Management and Customer Engineering functions, Customer Response Unit and Corporate Social Responsibility outreach teams, Corporate Communications & Marketing efforts, Revenue and Billing System Administration & Meter Operations functions and delivery of new Products & Services • Leadership responsibility for over 500 employees that collaborate to deliver proactive customer engagement services over diverse channels for over 1.2 million electric and gas customers in the San Antonio & greater Bexar County region

Senior Vice President, Distribution Services & Operations, August 2016 – December 2019

- Responsible for reliable delivery of electric service to over 880,000 customers throughout the CPS Energy service territory • Leadership responsibility for over 800 employees and 500 contract resources, including administration of working agreement with IBEW Local 500 and National Association of Public Employees • Administrative responsibility for overhead and underground linemen and craft employees at 5 service district locations, including emergency service restoration and SCADA personnel • Lead the CPS Energy Energy Management Center which monitors and operates the CPS Energy Transmission & Distribution systems on a 24/7/365 basis • Organizational accomplishments include top decile results in both safety and service reliability

EXPERIENCE (Cont.)

Vice President, External Relations, March 2012 – July 2016

- Responsible for developing and implementing the organization's political engagement strategy with federal, state and local officials, regulatory agencies and key policymakers, which includes both the City of San Antonio and 31 suburban cities within Bexar County
- Provide insight and advice to the CEO and the senior executive team regarding current and emerging federal and state policy issues
- Identifying significant areas of legislative and policy opportunity or risk for internal consideration and analysis
- Serve in a leadership role in relevant trade and industry associations to develop policy and leverage areas of common interest
- Provide strategic direction for external relations with counties, suburban cities, military officials, community business leaders, and special interest groups
- Develop and direct a legislative program to advocate and promote the objectives and business plans of CPS Energy during the 83rd and 84th Texas Legislative Sessions and 112th and 113th U.S. Congressional Sessions achieving a success rate of 94%

CITY OF CORPUS CHRISTI, TEXAS

Assistant City Manager, Business Support Services & Director, Intergovernmental Relations, March 2008 – March 2012

- Member of the City's Senior Leadership Team
- Responsible for Development Services Function
- Coordinate Community Economic Development initiatives including the relationship with local Chambers of Commerce and the Corpus Christi Regional Economic Development Corporation
- Responsible for Downtown Revitalization and City Tourism initiatives, including oversight of the American Bank Convention Center facility, Corpus Christi Museum of Science & History, and the Convention & Visitors Bureau relationship
- Responsible for oversight of Corpus Christi International Airport operations
- Charged with development and administration of the City's State & Federal Legislative Agenda
- Responsible for keeping the Mayor and City Council informed about current developments in the 81st and 82nd Texas Legislative Sessions and the 111th and 112th United States Congressional sessions
- Promote regional cooperation among business, education, local government and other community stakeholders on issues impacting the Coastal Bend region
- Work with the City departments on matters before all state agencies and targeted federal agencies, such as the U.S. EPA, FAA, and U.S. Army Corp. of Engineers
- Manage the City's federal and state legislative consultants
- City of Corpus Christi Energy Manager responsible for development and implementation of energy conservation and renewable energy initiatives

TXU CORP., Austin, Texas

Director, State Advocacy, August 2004 – March 2008

- Chief lobbyist for directing the advocacy efforts of TXU before the Texas Legislature in all policy areas of interest to TXU, such as energy, tax, environmental, emerging technologies, and all other related policy arenas
- Activities include external consultant coordination, bill tracking, legislative process expertise, preparing position papers and communication material for members of the legislature and communicating TXU's position regarding favorable and unfavorable legislation
- Experience includes providing policy and bill analysis, acting as a legislative liaison to members regarding constituent issues, Political Action Committee organization and appropriate ethics reporting functions and lobbying members of the Texas Legislature during the 77th – 80th Legislative Sessions

EXPERIENCE (Cont.)

TXU GAS, Dallas, Texas

Executive Assistant to the President and Vice-President of Operations, November 2003 - August 2004

- Served as a member of the TXU Gas Management Team reporting directly to the company president and vice-president of operations
- Administrative duties included responsibility for all organizational reporting and communications functions, including capital and O&M quarterly budget reporting, performance benchmarking, strategic planning, regulatory reporting requirements with the Railroad Commission of Texas, asset management functions and coordination/evaluation of all management training with contracted training consultants

TXU ELECTRIC DELIVERY, Dallas, Texas

Multiple Positions, June 1995 – November 2003

- Account Manager responsible for assigned electric customer accounts in a Customer Service and Marketing function
- Service Center Engineer responsible for design and project management in the provision of electric service and maintenance projects in an operations function
- Analyst in a business planning function preparing annual business plans and coordinating special projects for Senior Management
- Senior Engineer in Rates and Regulatory managing company tariffs for electric service, rate case activities, and special rulemakings before the Public Utility Commission of Texas

EDUCATION & PROFESSIONAL DEVELOPMENT

UNIVERSITY OF TEXAS AT AUSTIN, Austin, Texas

Bachelor of Science in Electrical Engineering, May 1996

UNIVERSITY OF NORTH TEXAS, Denton, Texas

Master of Business Administration, August 2004

GEORGETOWN UNIVERSITY, Washington, D.C.

American Gas Association, Executive Leadership Development Program, June 2012

RICE UNIVERSITY, Jones Graduate School of Business, Houston, Texas

Accelerated Development Program, Aug. – Oct., 2013

STANFORD UNIVERSITY, Graduate School of Business – Executive Education, Palo Alto, California

The Emerging COO: Driving Innovation and Operational Excellence Program, July – Oct., 2019

ACHIEVEMENTS & COMMUNITY INVOLVEMENT

- Recognized by Latino Leaders Magazine as one of the “Top Latinos in Energy”, 2013, 2017, 2018
- Advisory Council Member, Junior League of San Antonio, 2019-Present
- Graduate of the FBI Citizen Academy Program – San Antonio Division, 2018
- Board Member, San Antonio ISD Education Foundation, 2019 - Present
- Advisory Committee Member, Congressional Hispanic Caucus Institute, 2019 - Present
- Advisory Council Member, UT Austin School of Electrical & Computer Engineering, 2018 - Present
- Member of the Holy Spirit Catholic School Council, 2017 - Present
- Past Chairman & Board Member of the South San Antonio Chamber of Commerce, 2012 - 2017
- Chairman of the Legislative Committee & 2017 SA to DC Chair, Greater SA Chamber of Commerce
- Board Member, San Antonio Hispanic Chamber of Commerce 2015 – 2016

ACHIEVEMENTS & COMMUNITY INVOLVEMENT (Cont.)

- Board Member, San Antonio Convention & Visitors Bureau, 2015 – 2016
- Past Chairman of Board, Workforce Solutions Alamo, 2015 - 2017
- Graduate of Leadership San Antonio, Class 39
- Represented CPS Energy at the American Public Power Association, Large Public Power Council, Texas Public Power Association & American Gas Association
- Past Board Member for Workforce Solutions of the Coastal Bend
- Past Board Member and Vice-Chair of the Texas Coalition for Affordable Power, 2008 - 2012
- Represented the City of Corpus Christi on legislative committees of the Texas Municipal League and National League of Cities
- Graduate of Leadership Corpus Christi, Class 38
- Recognized as a member of the 2009 Corpus Christi Under 40 “CCU40”, an annual Chamber recognition of contributing members of the Corpus Christi community under 40 years of age
- Past Board Member of the Corpus Christi Hispanic Chamber of Commerce, 2009 - 2011
- Served on TXU’s Diversity Advisory Council of North America from 1996 to 2002, and was awarded a “Diversity Advancement Award” by TXU CEO Earl Nye in 2002
- Recognized by the Dallas Business Journal in March 2004 as a “Business School All-Star” representing the University of North Texas while completing MBA Program
- Served as Corporate Partners Chairman and Executive Board Member on the Texas Association of Mexican American Chambers of Commerce from 2004 – 2007
- Represented TXU Corp. on legislative and policy committees of the Association of Electric Companies of Texas

REFERENCES AVAILABLE UPON REQUEST