

MATTHEW B. GEISEL

PROFILE

Senior level public administration executive delivering effective outcomes, strategic partnerships, and impactful results, with an advantageous combination of public and private sector experience, leveraging core qualities of both: public sector - consensus/relationship building, impact/mission, long-term planning/vision, stewardship; and private sector - accountability, deliverables, execution, ingenuity, performance, sense of urgency. Demonstrated expertise in:

- Senior Level Leadership/Executive Management
- Strategic Planning with Tactical Implementation
- Policy and Public Administration
- Economic Development
- Performance and Talent Management
- Commercial Real Estate and Land Development

PROFESSIONAL EXPERIENCE

CITY OF RIO RANCHO

2019 – Present

Acting Development Services Director, and

September 2020 – Present

Economic Development & Business Relations Manager

September 2019 – Present

Manage City's economic development, business recruitment, and relations efforts. Embedded in City Manager's Office supporting Acting City Manager and Mayor with both internal operations and external community stakeholder interface. Since Fall 2020, Acting Development Services Director.

- Steering Development Services Department through busiest stretch since 2007. Oversight of four Divisions: Building, Code Enforcement, Development Engineering, and Planning and Zoning.
- Establishing the foundation for an update of the City's long-range planning documents and tools to help guide and recalibrate the City's vision for growth in the next decade.
- Revamping the process for Impact Fee Credit reconciliation and tracking.
- Shepherded the successful landing of Nature's Toolbox, a high-growth homegrown BioSci start-up with plans to create up to 116 high-paying STEM jobs.
- Developed CARES Act Small Business Grants program, distributing over \$463K to 50+ Rio Rancho businesses with high-level of customer service to support grantees through application process while ensuring robust governance.
- Conducted an actionable analysis for re-alignment of economic development efforts for City and external partners.
- Orchestrated the formation of new Public Improvement and Tax Improvement Districts for mixed-use project including financial deal points, developer's off-site infrastructure obligations, internal departmental review, and mentorship of junior team member.

HICKEY & ASSOCIATES (A leading Site Selection/Location Strategy Advisory Firm)

2019

Principal

March 2019 – September 2019

- Secured global location strategy engagement with an engineered products manufacturer in the construction industry.
- Managed two site selection engagements for a leading aerospace company.

STATE OF NEW MEXICO, Santa Fe, NM

2016 – 2018

Cabinet Secretary, Economic Development Department

October 2016 – December 2018

State's Economic Development/Commerce strategist, practitioner, and policy leader. Secured job-creating investments and developed new opportunities through engaged leadership of staff, contractors, and business organizations coupled with frequent intergovernmental and stakeholder engagement. Supported 150+ companies for ~7,500 new jobs.

Orchestrated multi-faceted projects encompassing company, real estate, and public/governmental approvals and support. Staff of 50+ and \$120M budget plus oversight of three attached agencies.

- Restructured the discretionary incentive award making process by emphasizing business opportunity, human capital, and social impact assessment in addition to traditional metrics. Improved deal structures with greater accountability and performance measurement of forecasted public benefit/ROI.
- Interacted with the opposition-controlled legislature to secure record funding levels for job-training program and advocate for/against legislation affecting State's business climate and competitive positioning. Successfully carried through statutory amendments to the Metropolitan Redevelopment Act to incorporate counties.
- Managed State's discretionary \$50M job-creation fund closing 40+ projects generating ~5,500 new jobs and \$1.8B private sector investment; negotiated the incentive package to secure largest job recruitment in a decade: Stampede

Meat, creating 1,295 new jobs in an opportunity zone tract on US/Mexico border. Recruited Keter Plastics, Netflix, two Asian foreign direct investment (FDI) manufacturers plus others.

- Launched business development efforts with homegrown enterprises creating ~2,000 new jobs. Successfully funded multiple start-ups and accelerated the ascent of industry-leading homegrown manufacturers.
- Organized and represented State on trade missions to Japan, Mexico, and Taiwan to attract new investment and open new export markets, netting the successful FDI recruitment of Admiral Cable, a Taiwanese manufacturer.
- Integrated story-telling and case studies, with quantitative data and qualitative insights, to illustrate programmatic effectiveness resulting in improved bipartisan support, press coverage, public perception, and robust funding.

CITY OF RIO RANCHO, Rio Rancho, NM

2009 – 2016

Championed City's outward business community interface. Honed skill-set in policy development, governance, public administration, stakeholder engagement, government budgeting, and fiscal planning. Management representative in Fire Union collective bargaining negotiations. Key contributor on Senior Management team, reported directly to City Manager, embedded in City Manager's Office 2014 - 2016.

Economic Development & Business Relations Manager

July 2014 – October 2016

Managed City's economic development, business recruitment, and relations efforts across a diverse spectrum of business, commerce, and industry. Continued oversight of CVB.

- Spearheaded successful recruitment of PCM, Safelite, and S&P Data creating ~1,500 new jobs.
- Prospected and marketed directly to out-of-state companies and site selection consultants targeting corporate recruitment to re-activate under-utilized assets.

Business Relations/Convention & Visitors Bureau (CVB) Manager

January 2013 – June 2014

Principal business developer/marketer for community's business growth, recruitment, and ramp-up.

- Re-built relations with the commercial real estate, land development, and homebuilders to shift the perception to a "Business Friendly" municipality that welcomed capital and job creation, producing +59% YOY in new home starts.
- Implemented retail recruitment program, taking active role with brokers, developers, and end-users adding ~200,000 Sq. Ft. of new retail construction, a +10% in city's retail base.

Convention and Visitors Bureau (CVB) Manager / Film Industry Liaison

2009 – 2012

Generated economic activity through travel, tourism, and special events. Contract administrator for city-owned event center (Operating budget of \$8M with 11 full-time and 150 part-time employees, \$2.9M annual debt service).

- Guided event center's turn-around by setting financial, operating, and strategic goals and metrics to track event center's progress and impact on City's finances, driving +29% in event bookings and attendance.
- Delivered 2nd best lodgers' tax revenues ever in FY11, and launched restaurant marketing program propelling +10.7% YOY in FY11 and +12.4% in FY12 in City's accommodations/food service tax revenues.
- Spearheaded the creation of the City's Arts Commission: enabling ordinance, development of mission/vision/work plan, 1% for Arts in Public Places, City staff liaison.
- Directed numerous cross-department/functional initiatives including G.O. Bond and Revenue Management.

PULTE HOMES OF NEW MEXICO, Albuquerque, NM

2005 – 2008

Director of Sales and Marketing

2007 – 2008

Directed sales, marketing, promotional plans and strategies. Directly involved with the construction, land development/entitlement, and sale of over 1,500 new homes. Honed strategic planning, forethought, and visioning skills given the permanency of real estate decisions. Reported directly to Division President. Led sales team of 15.

- Orchestrated successful launch of 1,000-unit Loma Colorado master-planned community, recognized in *Albuquerque Journal* as "shining star" in sluggish local real estate market due to strong sales and consumer demand.

Director of Marketing

2005 – 2007

Developed and implemented marketing, brand building, and new community offerings and start-up.

- Established formal public relations and government affairs efforts to educate key stakeholders on Pulte's \$4.2M in public/private partnership investments and effective use of the Metropolitan Redevelopment Act, earning positive press coverage, including op-ed from *Albuquerque Journal* describing the community a model for development.

FORD MOTOR COMPANY (Marketing Leadership Program, post Business School/MBA) 2001 – 2005

Regional Brand Manager - Orlando Regional Sales Office, Orlando, FL 2004 – 2005

Managed regional marketing efforts in Florida (2nd largest Ford region in country) by developing and executing retail marketing programs for 102 dealers and two Dealer Co-Ops with over \$50M media budgets.

- Crafted regional incentive and promotional plans propelling top sales performance of +4% on truck sales and +2% on total sales in '04 (vs. Ford's national negative sales results), including +21% YOY in F-Series sales.
- Other Sales and Marketing managerial positions held in Dearborn, MI and Miami, FL.

FRITZ COMPANIES, INC. (Fortune 1000 Int'l Logistics Corp, acquired by UPS in 2001) 1993 – 1998

Country Manager – Mexico, Mexico City, Mexico 1997 – 1998

- Managed complete operating/profit & loss functions for two regional offices (Guadalajara and Mexico City) with staff of 60. Reported to Regional Vice President for Border and Mexico Operations.
- Additional operations management positions held 1993-1996 in Miami, Guadalajara, and Mexico City.

EDUCATION

MBA, University of California, Los Angeles (UCLA Anderson), 2001
BA, Economics and Spanish, with honors, University of California, Davis

PROFESSIONAL AFFILIATIONS, BOARDS & COMMISSIONS

New Mexico Partnership, Board Member/Former Vice Chair. *State-wide EDO for business attraction/recruitment 2015-2018*

SEDE Network, Founding Member. *Economic Development/Commerce Secretaries network for policy advocacy. 2016-2018*

New Mexico Border Authority, Chair. *State Board for funding, planning, and policy for border development. 2016-2018*

Frequent Public Speaking Engagements (in official capacities)

National Association of Office and Industrial Properties (NAOIP) – Planning support for Rio Rancho Roundtable

International Economic Development Council (IEDC), Member 2014-Present

International Council for Shopping Centers (ICSC), Member 2014-2016, 2020+

CIVIC INVOLVEMENT

Runner (1:34:58 PR in 13.1 Half Marathon) and Triathlete (4:54:35 PR in 70.3/Half-Ironman)

Active outdoor lifestyle: paddle-boarding, camping, hiking, skiing, snowshoeing and more

Rio Rancho Soccer Club, President 2007-2009, Treasurer 2009-2010