



Board of Directors

S. David Deanda, Jr., Chairman  
Forrest Runnels, Vice Chairman  
Ricardo Perez, Secretary/Treasurer  
Alonzo Cantu, Director  
R. David Guerra, Director  
Paul S. Moxley, Director  
Ezequiel Reyna, Jr., Director

December 20, 2018

*Honorable Ellie Torres*

Honorable Joseph Palacios  
Hidalgo County Commissioner, Pct. 4  
1051 N. Doolittle Rd.  
Edinburg, TX 78542

**RE: HIDALGO COUNTY REGIONAL MOBILITY AUTHORITY BOARD MEMBER APPOINTMENT**

Dear Commissioner Palacios:

Thank you for your interest in the transportation needs of Hidalgo County and the entire region. The Hidalgo County Commissioners Court appointed Forrest Runnels to serve on the Hidalgo County Regional Mobility Authority's Board of Directors for a term that expires on February 1, 2019.

Enclosed is a copy of the Hidalgo County Regional Mobility Authority's bylaws which includes the term and selection of members along with the statutory requirements of our members. It is important that the staggering of the Authority's Board occur so there is continuity on the Board.

Please consider forwarding your nomination to the Hidalgo County Commissioners Court as soon as practical.

Thank you for your attention to this matter.

Sincerely,

S. David Deanda, Jr.  
Chairman

cc: Forrest Runnels, HCRMA Board of Directors  
Hidalgo County Commissioners

**Frank Pardo**

cell (956)655-4145

McAllen, Texas 78503

fpardotexas01@hotmail.com

---

### PROFESSIONAL SUMMARY

**Operations/ Business Development** executive with extensive field sales, central office and leadership experience with the North American Operations of General Motors Corporation. Strong background in Sales, Marketing, Product Development, Advertising and Training. Specific areas of expertise includes organizing and planning, oral/written communication, interpersonal relationships, influencing, decision making, control/follow-up, initiating and flexibility. Fluent in English and Spanish (oral and written). Gained international experience as an expatriate in Mexico. Managed diverse work-force, led cross functional teams and executed strategic sales and business plans. Most recent experience was with not for profit organization.

### EXPERIENCE / KEY ACCOMPLISHMENTS

**McAllen Chamber of Commerce, McAllen, TX** 2005-2007

**Director of Business Development and Governmental Affairs**

Implemented Chamber's vision of leadership in economic and social opportunities and position McAllen as the preferred destination in the Rio Grande Valley. Implemented strategic business plan supported with initiatives to attract, retain and develop economic vitality and create wealth through business expansions and entrepreneurship. Targeted and maintained strategic partnerships through collaborative efforts with city, civic, educational, business, community and political leaders.

- Updated and maintained cultural, economic, manufacturing/ maquiladora, and demographic information in various publications.
- Conducted and organized business/ professional development seminars.
- Provided assistance for businesses in crisis as a business resource consultant.
- Enhanced relationships with Hidalgo County chambers and communities.
- Executed E-commerce marketing strategy for small businesses.
- Organized Annual Top Five Small Business Banquet.
- Organized Annual Business Expo
- Organized Annual Economic Forecast Summit
- Identified and researched legislative issues for Texas Legislative Session.
- Organized Legislative updates luncheons for Elected Officials.
- Lead the Governmental Affairs Committee.
- Organized McAllen Day in Austin during Legislative Session to promote local issues.

**GM Service Parts Operations, Flint, MI** 2001-2002

**Director, Dealer Business Development**

Designed, created, developed and delivered sales, service and product training classes to channel partners and internal team. Topics included product knowledge, business management, inventory management, personnel management, and selling skills (total budget \$3.0 million).

- Developed and delivered a robust parts inventory management series (6 modules) to GM Dealers delivered via the web and interactive distance learning.
- Assessed and initiated the integration of the Central Office Staffs for GM Parts Sales and GM Service Operations into one synchronous organization.
- Collaborated with GM Dealer National Advisory Training Board on issues regarding dealership personnel as well as sales representatives.

**AC DELCO Pacific Region, Los Angeles, CA** 1999-2001  
**Regional Manager**  
Managed four-state territory for sales responsibility of AC Delco all makes aftermarket parts to independent warehouse distributors. Directed and supervised field and office staff of forty- eight regional personnel. Responsibilities included sales growth, channel and territory management and development of marketing / merchandising promotions (annual sales \$163.0 million)

**GM Parts North East Region, White Plains, NY** 1993-1999  
**Regional Manager**  
Managed seven state territory with sales responsibility to GM Dealerships. Directed and supervised field and office staff of twenty five regional personnel. Responsibilities included sales growth, channel/territory management, and marketing/merchandising promotions (annual sales \$445.0 million).

**GM de Mexico, Mexico City, MX** 1990-1993  
**Director Service Parts Operations**  
Selected by management to develop and grow this diverse country with multi-culture sales and marketing teams. Responsibilities included sales growth, channel management, product development, warehousing/distribution, purchasing, finance and customs. Led organization comprised of one hundred and twenty five employees (annual sales \$95.0 million).

**GM Parts Central Office, Detroit, MI** 1987-1990  
**Director of Marketing, GM Dealers**  
Designed, created, developed and implemented national programs for GM Dealers. Supervised twenty five central office employees. Liaison for customers, field, central office and corporate staffs.

**ADDITIONAL WORK HISTORY**

<b>GM Parts Zone Manager, Kansas City, KS</b>	1986-1987
<b>GM Parts Assistant Zone Manager, Chicago, IL</b>	1983-1986
<b>GM Parts Marketing Specialist, Flint, MI</b>	1981-1983
<b>GM Parts District Manager, Houston, TX</b>	1978-1981
<b>GM Parts District Manager, Corpus Christi, TX</b>	1974-1978
<b>P. M.D. Assistant Car Distributor, Oklahoma City, OK</b>	1972-1974

**PROFESSIONAL TRAINING AND SEMINARS**

Wharton Business School, Philadelphia, PA  
University of After-market Leadership, Ohio State University, Columbus, OH  
University of Automotive Management, Flint, MI  
General Motors Leadership "Your Perspective", Greensboro, NC

**AFFILIATION**

GM Dealer Advisory Training Board  
GM Vehicle Sales Service Marketing Training Board

**EDUCATION**

B.S., Pan American University- Edinburg, TX