

County Council of Howard County, Maryland

2019 Legislative Session

Legislative Day No. 4


Resolution No. 32-2019

Introduced by: Liz Walsh

A RESOLUTION appointing Ginna Rodriguez-Panqueva to the Citizens' Election Fund Commission.


Introduced and read first time March 4, 2019

By order


Jessica Feldmark, Administrator

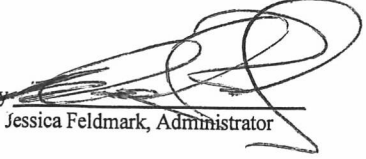
Read for a second time and a public hearing on March 6 2019

By order


Jessica Feldmark, Administrator

This Bill was read the third time and was Adopted , Adopted with amendments , Failed Withdrawn by the County Council on March 6, 2019.

Certified by


Jessica Feldmark, Administrator

NOTE: [[text in brackets]] indicates deletions from existing law; TEXT IN SMALL CAPITALS indicates additions to existing law; Strike-out indicates material deleted by amendment; Underlining indicates material added by amendment.

1 **WHEREAS**, Section 907 of the Howard County Charter requires the County
2 Council of Howard County to establish a Citizens' Election Fund Commission consisting of
3 five County residents appointed by the Council and two County residents appointed by the
4 County Executive; and

5
6 **WHEREAS**, Section 10.310 of the County Code creates the Commission and
7 provides for the qualifications, terms, and officers of the Commission; and

8
9 **WHEREAS**, the Commission's purpose is to calculate, not later than 180 days
10 prior to the end of the fiscal year, the total amount estimated for the full election cycle and
11 the amount to be included in the current expense budget for the ensuing fiscal year to fully
12 fund the Citizens' Election Fund System.; and

13
14 **WHEREAS**, Section 10.310 of the County Code further requires that each
15 nominee shall be confirmed by a separate Resolution of the County Council.

16
17 **NOW, THEREFORE, BE IT RESOLVED** by the County Council of Howard
18 County, Maryland this ___ day of _____, 2019 that the representative of District 1 on
19 the Citizens' Election Fund Commission is Ginna Rodriguez-Panqueva, Ellicott City, MD.

20
21 **AND BE IT FURTHER RESOLVED**, that the term of this representative is six
22 years and shall begin on the May 1, 2019.

Ginna Rodriguez

SUMMARY

Professional with strong analytical skills, experience leading teams and providing thought leadership to Executive Management in product strategy development, competitive analysis, financial analysis, market entry assessments, operations optimization and vendor selection initiatives. Over ten years of experience working in the Airline, Financial Services and most recently Payments industry working with card issuers, processors and networks.

EXPERIENCE

Accenture LLP, Payments Practice, Annapolis, MD

2017 – present

First Annapolis Consulting now part of Accenture, Annapolis, MD

2013 – 2017

Manager

Market Strategy for Card Processors and Card Network Clients

- Formulated strategy for leading card brand and debit card payment processor to increase market share. Segmented the mid-sized issuer market based on growth trends, and common issuer needs and characteristics. Performed primary research to uncover issuer needs.
- Evaluated the credit and debit card market in ten countries in Latin America to identify expansion opportunities for a card payment processor and merchant acquiring services provider. Developed market sizing estimates and calculated revenue potential for each product line in each of the countries. Provided recommendations on what markets to pursue based on size and growth, market structure competitive dynamics and regulatory environment. Selected the top 3 most attractive markets and formulated client's value proposition, and potential M&A targets.
- Evaluated entry opportunities for a leading debit and credit payment processor into the community bank market in the U.S. Sized the market, identified market dynamic considerations including potential client service requirements, and competing providers.
- Defined a digital wallet and tokenization strategy for a leading payment processor. Researched market leading features and functionality to develop product concept, defined the value proposition by client segment, identified channel / sales / distribution approach, provided sizing for investment, and developed implementation work plan.

Fraud Management Process Assessment

- Performed a comprehensive assessment of fraud management practices for a leading prepaid card issuer providing recommendations targeting operational, organizational and technological changes. Identified major drivers for fraud losses for gift card program and provided recommendations to eliminate approximately 30% of losses.

Prepaid Card Product Launch

- Supported the launch of government, and commercial payroll and government benefit prepaid cards in the U.S. and Canada. Created business cases, developed high-level functional requirements and provided implementation recommendations including marketing and business development requirements to achieve desired business objectives.

Strategic Sourcing Support

- Analyzed contract pricing and terms of card network and processing agreements including providing analytical and strategic support to a top-20 Bank during a comprehensive vendor evaluation process that resulted in \$30MM reduction in expenses.
- Drafted Request for Proposal documents for issuers conducting competitive selection processes to select card brand, PIN network and payment processor partners.

Development of Payments Model

- Developed model for estimating U.S. Payments industry size and growth in terms of revenue and transactions. The model includes payment products such as credit, debit and prepaid card, checks and ACH payments.

BMO Harris Bank, Chicago, IL

2008 – 2011

Business Process Improvement Consultant

Optimization of Branch Processes

- Designed and executed change management communications and training strategies to implement new processes across 282 branches.
- Developed and validated a staffing model to improve alignment of resources and customer demands resulting in \$5MM of estimated resource availability. Received the Technology and Operations Excellence Award for this effort.

Private Bank Credit Process Enhancement

- Implemented a Department of Treasury mandated process of early warning signals to identify credit quality deterioration within Harris Private Bank.
- Created an end-to-end Private Bank lending process map and metrics dashboard used to meet audit compliance requirements and highlight opportunities for improvement.

United Airlines, Chicago, IL

2005 – 2008

Industrial Engineer

- Developed standardized operating procedures customer service and ground service personnel to reduce the time spent by aircraft on the ground, increasing aircraft utilization and staff efficiency by 15%.
- Led seven supervisors and reservations agents to complete their Lean Six Sigma Green Belt Certification. Managed \$1MM portfolio of Honolulu reservations center improvement projects.

EDUCATION

DUKE UNIVERSITY, The Fuqua School of Business, Durham, NC

Master of Business Administration Dean's List. Awarded Textron Scholarship and NSHMBA Merit Scholarship. Consulting Practicum: Evaluated service delivery effectiveness of ten non-profit organizations in Latin-America and designed marketing campaign for financial literacy organization in South Africa.

GEORGIA INSTITUTE OF TECHNOLOGY, Atlanta, GA

Bachelor of Science, Industrial Engineering Graduated with Highest Honors. Awarded five academic scholarships and President's Undergraduate Research Assistant grant.

ADDITIONAL INFORMATION

Fluent in Spanish.