

# **Eduardo A. Rodriguez**

---

Executive leader experienced in administrative compliance, general business administration of operations, legal management, utility operations, regulatory issues and processes, regulation, mergers & acquisitions, public policy, business organization, planning, and implementation strategies in Fortune 500 and privately held organizations. Focused, articulate COO/CAO/CLO/EVP/SVP/VP with JD in Law to expertly manage electric utilities or provide Executive Management, Operations Oversight Function, or General Counsel for publicly traded or close corporation and heavily regulated business, State or Federal entities, advocacy groups, energy or natural resources, and companies reorganizing and needing structural or compliant-based systems for process improvement or better risk management. Key Lead Officer in a major electric utility Chapter 11, restructured to a strong accountability and financial position.

## **Career Highlights**

- Managed from \$12 million to \$300 million budgets, as well as staff.
- Reorganized and restructured Office of Corporate Secretary for publicly traded company, saving company \$600,000 per year.
- Held full profit and loss responsibility for \$200 million company.
- Led major restructuring of electric utility to position itself for deregulation of its operations and enhanced customer service retention strategies and programs to further assist in this effort.
- Key lead officer in the resolution of Chapter 11 bankruptcy, restoring company to strongest-ever financial status.
- Negotiated \$25 million cross-border contract, recapturing key government client.
- Created compliance structures related to document management, stock reporting and interlocking directorship compliance issues, and committee charters and structures.

## **Regulatory Function & Governance Executive**

Organized legal, public relations, governmental relations, human resources, and information technology functions. Responsible for customer service and public affairs, including setting up a specialized customer services unit and changing the steps and time needed to finish orders from inception to completion reducing the time from three months to fewer than three weeks.

Resolved several corporate governance issues, from overseeing dividend payment and stock operations processes to establishing protocols and working groups for disclosure filings. Organized board functions and drafted committee charters; recommended committee structures; established procedures for effective board meetings.

Implemented policies and procedures for sound corporate governance; created an audit committee and function; established the hierarchy of key companies with interaction and separation; and implemented confidentiality and non-disclosure agreements with key employees.

## **Structural & Organizational Corporate Compliance & Change Manager**

Redirected governmental relations work at state and federal levels to align growing needs of company as business changed. Contributed to proposed merger and acquisition as lead officer on restructuring process; established working protocols and allocated legal and business operational responsibilities between two companies. Produced Strategic Business Plan for relocation and expansion for Regional Economic Development Corporation, a 501(c) (6) organization.

Reformed compensation and benefits program to assist in retaining and recruiting candidates. Participated in board-directed investigations and white-collar criminal issues; worked with special committee, directed company defense, and represented key officers in litigation. Managed legal department, claims, complex civil, construction, employment, environmental & corporate litigation, utility line extension contracts, general contracts, electric power exchange agreements, Mexico negotiation for cross border electricity sales, regulatory work on contested electric rate proceedings, and expert witness preparation. Established protocols for major legal and financial reviews, including oversight of benefit programs by outside advisors to lessen ERISA-related liabilities.

# Eduardo A. Rodriguez

---

<b>Corporate Affiliations:</b>	<p><b>Principal</b> STRATEGIC COMMUNICATION CONSULTING GROUP, El Paso, Texas 2005–Present</p> <p><b>Board of Directors</b> ONEOK, INC., Tulsa, OK 2004–Present</p> <p><b>EVP/CAO/Board of Directors/Corporate Secretary</b> HUNT BUILDING CORPORATION, El Paso, TX 2002–2005</p> <p><b>Executive Vice President/COO, 2000–2001</b> <b>Senior Vice President, 1996–2001</b> <b>General Counsel, 1989–1996</b> <b>Assistant General Counsel, 1985–1989</b> <b>Staff Counsel, 1981–1985</b> EL PASO ELECTRIC COMPANY, El Paso, TX 1981–2001</p> <p><b>Assistant City Attorney</b> CITY OF EL PASO, El Paso, TX 1979–1981</p>
<b>Education:</b>	<p><b>Juris Doctor (JD Law)</b> Saint Mary's University School of Law, San Antonio, TX 1979</p> <p><b>Bachelor of Arts, Political Science</b> with High Honors, Minor: American History Texas Tech University, Lubbock, TX 1976</p> <p>Fluent in Spanish</p>
<b>Professional License and Affiliations:</b>	<p><b>Licensed to Practice Law</b> Texas, New Mexico, and U.S. District Court for the Western District of Texas</p> <p><b>Member</b> American Bar Association and El Paso Bar Association</p>
<b>Professional Development:</b>	<p>Harvard University, John F. Kennedy School of Government <i>Promoting Innovation &amp; Organizational Change, Strategies for Enhancing Executive Influence, Managing People for Maximum Performance, Effective Decision Making</i></p> <p>Massachusetts Institute of Technology, Sloan School of Management <i>Fundamentals of Finance for the Technical Executive</i></p> <p>Hammer's Institute <i>Reengineering the Corporation, Hammer's Enterprise Resource Process, Expanding the Platform of Effective ERP Integration, Hammer's Customer Focused Organization</i></p> <p>JMW Consultants, Inc., <i>Breakthroughs in Implementation</i></p> <p>Tufte's <i>Envisioning Information and the Visual Display of Quantitative Information</i></p>
<b>Board Positions and Civic Memberships:</b>	<p>Chair, <i>Avance</i>, Inc., El Paso Chapter Chair and National Board (San Antonio, TX), 2006–2008 Chair, <i>Project Arriba, Workforce Development Program</i> Advisor, <i>Regional Economic Development Corporation and Paso Del Norte Group</i>, 2003–2005 Trustee, <i>Nature Conservancy of New Mexico</i> Chair, <i>United Way for El Paso County</i>, 1998–2000 Former member, <i>Greater El Paso Chamber of Commerce</i> Former member, <i>Hispanic Chamber of Commerce, El Paso</i> Former Consultant to the <i>Regional Economic Development Corporation</i> 2005–2006</p>