Memorandum

MIAMI-DADE COUNTY

Date: August 5, 2011

To: Honorable Joe A. Martinez, Chairman
and Members, Board of County Commissioners

From: Carlos A. Gimenez
Mayor

Subject: Mayoral Appointment
Interim Director-Department of Consumer Services

Pursuant to the authority vested in me under the provisions of Section 2.02 D of the Miami-Dade County Home Rule Charter, I hereby appoint Mario E. Goderich to the position of Interim Director, Consumer Services Department.

Mr. Goderich holds a Bachelor of Liberal Studies from Barry University, and a Master of Science in Public Administration from Saint Thomas University. He is a Florida Supreme Court County Mediator and has completed special training with Harvard University on Driving Government Performance.

Mr. Goderich is well experienced and suited for this role, with more than 25 years of County service. He previously directed the Consumer Protection Division in Miami-Dade County where he was responsible for the oversight of the County's consumer compliant mediation unit, licensing and regulatory programs for industries including, motor vehicle repair, locksmith, towing, moving companies, domestic partnership registration and more. In 2003, Mr. Goderich became the Deputy Director of the Consumer Services Department responsible for providing overall direction, leadership, and coordination of departmental operations. Mr. Goderich's resume is attached for your review.

This appointment shall serve to provide business continuity but shall not exceed January 20, 2012.

Attachment

c: Honorable Harvey Ruvin, Clerk of the Courts
Robert A. Cuevas, Jr., County Attorney
Office of the Mayor, Senior Staff
Department Directors

Mario E. Goderich

Executive Profile

Visionary Operations Executive with solid experience managing all levels of multiple projects including budgeting and administration.

Skill Highlights

- Excellent leadership and communication skills
- Human resources management
- Strong track record of execution against strategic objectives
- Expertise in operations and finance
- Proven ability to plan, organize, and manage
- Background in the development of government regulatory/licensing and economic development programs

Core Accomplishments

Fiscal Management

- Maintained department expenditures below budget during my tenure as Division/Deputy Director.

Staff Development:

- Launched an internal mentorship program to provide key staff with advancement opportunities.

Project Management:

- Achieved the consolidation of twelve (12) legacy databases into one comprehensive enterprise database that combines licensing, legal, enforcement, inspections, and business mediation functions.
- Coordinated the development of the Domestic Partnership Registration Program.

Program Management:

- Redesigned the Mediation Center to employ Florida Supreme Court Certified Mediators resulting in $4 million dollars in consumer refunds/credits over the last four years.
- Created a fiscal compliance unit that generates $1 million dollars in revenue annually.

Professional Experience

Deputy Director, Consumer Services Department

July 2003 to Current

Miami-Dade County – Miami, Florida

Provide overall leadership, direction, and coordination of departmental operations, including personnel (staff of 114 budgeted positions), develop the operating budget ($11.3 million dollars in FY 2010/11), finance, information technology systems, collections, purchasing, public information, and policy formulation.

Division Director, Consumer Protection Division

April 1998 to July 2003

Miami-Dade County – Miami, Florida

Oversight of the County's consumer complaint mediation unit, licensing and regulatory programs for industries including motor vehicle repair, locksmith, towing, moving companies, Domestic Partnership registration, Cable TV, telecommunications, and others. Enforce the County's general consumer protection laws, including prohibitions regarding unfair and deceptive trade practices, weights and measures, and packaging and labeling.

Division Director (Cable TV Coordinator) – Office of Cable TV Coordination

July 1994 to April 1998

Consumer Services Department – Miami, Florida

Responsible for all aspects of cable license administration, ensuring company compliance with code requirements, and reviewing cable transfer and renewal items. Negotiate numerous code provisions while addressing many challenging cable -related policy issues.

Administrative Assistant I and II, Office of Cable TV Coordination

February 1986 to July 1994

Consumer Services Department – Miami, Florida

Resolved consumer complaints regarding cable TV services; Produced and Hosted department TV show "Consumer Sense" airing on MDTV; designed an automated complaint database that received a NACO Achievement Award.

Administrative Trainee, Office of the Consumer Advocate

January 1985 to February 1996

County Manager's Office– Miami, Florida

Worked with the Consumer Advocate to gather consumer evidence in the filing of class action lawsuits; worked with grass roots organizations to lobby for the passage of state consumer legislation.

Operations Manager, Miami International Airport

June 1977 to July 1984

Air Florida – Miami, Florida

Responsible for complete airport operations including ticket counter, departure gates, and baggage operations; oversaw Florida commuter and international charter operations to London's Gatwick airport.

Education/Coursework/Certifications

State of Florida 2011

Florida Supreme Court Certified County Mediator (certification to be completed July 2011)

Harvard University 2006

Executive Education - Driving Government Performance for Miami-Dade Executives

Saint Thomas University 1995

Miami, Florida

Public Administration - Master of Science in Management

Barry University 1988

Miami, Florida

Public Affairs - Bachelor of Liberal Studies