



CITY OF DORAL

Office of the City Manager

Letter to Council

LTC No. 006-2023

To: The Honorable Mayor and Members of the City Council

From: Barbara Hernandez, City Manager

Date: March 28, 2023

Subject: Selection of Chief Financial Officer

This Letter to Council (LTC) serves to inform the Mayor and Members of the City Council of the selection of the City's new Chief Financial Officer (CFO), Fernando Casamayor, who will be joining our team starting on April 3, 2023.

With an extensive background in finance and a track record of successful leadership in local government that spans over three decades, Mr. Fernando Casamayor brings a wealth of experience and expertise to the position.

Mr. Casamayor has held several key positions in the past, including that of Chief Innovation and Economic Development Officer for Miami Dade County, where he was in charge of creating and putting into action plans to support innovation and economic growth in the county. Prior to that, Mr. Casamayor worked for the City of Miami as an Assistant City Manager/Chief Financial Officer, where he was responsible for managing more than a dozen departments/divisions and was instrumental in several key programs and projects at the city including the \$400 million dollar Miami Forever General Obligation Bond Program. Mr. Casamayor has also served as the Tax Collector for Miami Dade County, where he was responsible for carrying out state and local duties including property tax collection and distribution of Ad Valorem and Non-Ad Valorem property taxes on behalf of all local taxing authorities. He holds a Bachelor's Degree in Public Administration from Barry University, as well as various other qualifications, including the Driving Government Performance Certification from the Harvard School of Business.

As the City's CFO, Mr. Casamayor will oversee all financial operations, including budgeting, accounting, procurement, and financial planning. He will also collaborate closely with the Office

of the City Manager on annexation efforts and management of the City's Park Bond Fund. In addition, he will work with the Office of the City Manager and other department heads to ensure that our financial resources are managed effectively and efficiently.

I am confident that Mr. Fernando Casamayor will make an immediate and significant contribution to our city, and we look forward to working with him to ensure the continued financial health and stability of our great City.

Please join me in welcoming Mr. Casamayor to the City of Doral.

CC: Human Resources

FERNANDO J. CASAMAYOR

E-mail: majorhouse@att.net

SUMMARY: Talented, resourceful and creative professional with immense experience leading a complex, high profile organization. Documented skills in the areas of leadership, change management, strategic planning, economic development, budget, finance and innovation.

Summary of Qualifications

- More than thirty years of experience in Government, Finance and Budget, with over twenty years of upper level management experience
- Proven leader with experience managing large, complex financial and service operations
- Exceptional experience in promoting change and implementing efficiencies
- Remarkable verbal and written communication skills
- Highly respected and effective government financial and operational executive

Professional Experience

2022 - Present

**CHIEF INNOVATION AND ECONOMIC DEVELOPMENT OFFICER
Miami-Dade County
Office of the Mayor**

- Responsible for developing the County's economic development policy, and coordinating the activities, programs and investments of the County's economic development offices across County government.
- Set policy and manage the activities and programs of the Office of Economic Development
- Supervise Office staff including Deputy Director of Economic Development, Director of Innovation, Agricultural Manager, Economic & Business Development Manager, Chief of Film and Entertainment, and the Real Estate Advisor.
- Completed and launched the County's FutureReady Economic Development Plan that identifies the County's three economic priorities, unleashing Innovation, supporting small businesses and advancing workforce talent.
- Continuously coordinate the investment and program activities of the County's economic and community development offices and assets with a special focus on the Miami-Dade Office of Resilience, Miami-Dade Cooperative Extension, PortMiami, Miami-Dade Office of Aviation, Public Housing & Community Development (PHCD), the County's Community Redevelopment Agencies, the Miami-Dade County Economic Advocacy Trust (MDEAT), the Office of Equity and Inclusion; and the Office of Management and Budget.
- Oversee the exploratory innovation process within the County identifying strategies, business opportunities, new business models to drive cutting edge industry technology across the enterprise.
- Work closely with the CIO and IT teams to automate processes and deliver Countywide innovations that will facilitate the rollout and success of the County's strategic agenda.
- Provide the Mayor, and other County offices with strategic advice and analytics regarding individual economic and community development projects and programs.
- Work with and align the strategic direction of outside agencies with the County's strategic priorities, including, but not limited to the County's 34 Cities, Towns and Villages, the Beacon Council, Greater Miami Chamber of Commerce, Greater Miami Convention and Visitors Bureau, Downtown Development Authority, South Florida Regional Planning Council, CareerSource South Florida, and local community and neighborhood development agencies, non-profits, and foundations.
- Represent the County Mayor at meetings and conferences, as needed.
- Assist with marketing the County's many assets, strengths, and opportunities to the national marketplace.

2014 – 2022

**ASSISTANT CITY MANAGER
CHIEF FINANCIAL OFFICER/CHIEF OF OPERATIONS
City of Miami
Office of the City Manager**

- Oversaw the management of the City's Office of Management and Budget, Office of Community and Economic Development, Grants Administration, Finance Department, Human Resources Department, Department of Innovation and Technology, Solid Waste Department, Department of Real Estate and Asset Management, Neighborhood Enhancement Team, Code Compliance Department, Procurement Department, Risk Management Department, Human Services Department and the Office of Strategic Planning and Innovation.
- Served as liaison to the Fire Fighters' and Police Officers' Retirement Trust, General Employees' and Sanitation Employees' Retirement Trust, Liberty City Trust, Downtown Development Authority, Coconut Grove Business Improvement District and the Wynwood Business Improvement District.
- Collaborated with and engaged in citywide strategic planning, economic development, labor management and labor contract negotiation, budgeting, financial reporting and internal auditing, grants management, employee benefits and compensation, insurance and workers compensation policies, employee wellness and safety programs, and information technology operations and innovations strategy.
- Created and oversaw the City's first Office of Innovation.
- Coordinated and led City bond rating presentations to ratings agencies. (Moody's Aa2, S&P AA-, Fitch A-)
- Led the City's COVID-19 Recovery Task Force.
- Led city team charged with creating, implementing, and informing elected officials, residents and stakeholders regarding the \$400 million Miami Forever General Obligation Bond Program.
- Collaborated and led negotiations involving large scale real estate developments and city assets.
- Briefed and counseled elected officials regarding items on the commission agenda.
- Served as City Manager upon assignment.

2007 – 2014

**TAX COLLECTOR
Miami-Dade County
Finance Department**

- Oversaw and directed all policy, management and operational aspects of Miami-Dade County's Tax Collector's Office. Responsible for overseeing over 200 employees with an annual budget of more than \$30 million.
- Responsible for carrying out state and local duties including property tax collection and distribution of Ad Valorem and Non-Ad Valorem property taxes on behalf of all local taxing authorities including all municipalities, the Miami-Dade School Board, special district State agencies, the Board of County Commissioners, and various Community Development Districts.
- Acted as an agent of the State Department of Highway Safety and Motor Vehicles, and the State Wildlife Commission, responsible for the issuance of motor vehicle and vessel titles and registrations, trucking permits, mobile home registrations for registered vehicles and vessels; collection and remittance of sales tax for vehicle and vessel transactions, providing oversight of the County's twenty-five private auto tag agencies; and processing and issuing hunting and fishing licenses and permits.
- Responsible for local convention and tourist tax (bed and food and beverage) collection, distribution, enforcement and financial forecasting.
- Responsible for Local Business Tax collection, distribution and enforcement of all entities doing business in Miami-Dade County.
- Responsible for collection of delinquent accounts for various County departments.
- Conducted the County's yearly online tax certificate sale for delinquent property taxes with nearly \$170 million in tax certificates sold in 2013.

2004 – 2007

**ASSISTANT TAX COLLECTOR
Miami-Dade County
Finance Department**

- Managed and oversaw the daily operations of the Ad Valorem, Business License and Taxes, Convention and Tourist, Centralized Accounting, and Administration sections of the Tax Collector's Office.
- Managed and oversaw the division's \$27 million yearly operating and capital budgets and the collection and distribution of over \$4 billion per year.
- Oversaw the planning, preparation and the development of the budget for the Tax Collector's Office and coordinated yearly departmental operating and capital budget submissions.
- Oversaw the coordination and preparation of divisional quarterly management and Active Strategy reports and business plans.
- Monitored and oversaw all Tax Collector personnel, procurement, and fiscal operations.
- Managed projects including the Country's largest on-line tax certificate sale valued at over \$165 million per year, the consolidation of enforcement staff, centralized accounting and centralized payment processing operations, and various capital projects including large scale office renovations and acquisition and installation of computer and payment processing equipment.

2003 – 2004

**SPECIAL PROJECTS ADMINISTRATOR 1
Miami-Dade County
Finance Department**

- Planned and prepared budget for Tax Collector's Office and coordinated yearly departmental operating and capital budget submissions.
- Coordinated and prepared departmental quarterly management reports and business plans.
- Monitored and oversaw Tax Collector personnel, procurement, and fiscal operations.
- Prepared agenda items for Board of County Commissioners review.
- Acted as liaison between Finance Department and the Office of Strategic Business Management, Procurement Department, Enterprise Technology Services Department, and various other County departments and taxing authorities.

**2002 – 2003
2000 – 2002**

**BUDGET ANALYST 3
BUDGET ANALYST 2
Miami-Dade County
Office of Management and Budget**

- Analyzed and monitored complex operating and capital budgets from initial submission and development to year-end close out for several departments.
- Assisted in the planning and programming of capital projects and worked with department directors and other departmental budget and administrative employees throughout the year in the preparation, analysis, monitoring and reporting on departmental operating and capital budgets.
- Evaluated, projected and forecasted departmental budgetary and financial activity including analysis of variances related to budgeted levels for departments assigned.
- Conducted complex financial analysis, policy research and statistical work on budgetary, financial and management policy issues.
- Acted as budget liaison between operating departments and the County Manager's Office.
- Developed policy recommendations regarding County funding part-time and seasonal staffing services and activities for Community Action Agency, Park and Recreation and Finance Departments

1999 – 2000

**MDTA MANAGEMENT INTERN
Miami-Dade Transit Agency
Office of Fair Employment and Labor Practices**

- Performed professional administrative duties associated with the various operational and support service departments within the Miami-Dade Transit Agency. These duties included: budget preparation, human resource management, labor relations, discipline, policy development, contract administration, special project administration, investigations, procurement, and grant administration.
- Rotated through the offices of MDTA Management Services, Bus Operations and Maintenance, Rail Operations, Office of Fair Employment and Labor Practices, Transit Planning, Marketing and Communications, Human Resources, Safety and Security, and the MDTA Director's Office.
- Attended upper level management meetings and functions as needed.

1995 - 1999

**TRANSIT CUSTOMER REPRESENTATIVE
Miami-Dade Transit Agency
Marketing and Communications Division**

- Planned and prepared divisional yearly \$2.1 million budget.
- Prepared statistical monthly reports, computer presentations, and databases for MDTA management.
- Assisted in the development and maintenance of a Transit Training program for children, elderly and handicapped citizens and the general public.
- Represented Passenger Services Office at STS Rider Advisory Group Monthly Meetings.
- Acted as a liaison between MDTA and community activists, organizations and the transit users.

1993-1995

1988-1993

**CRIMINAL COURTROOM CLERK 2
COURT RECORDS SPECIALIST I & II
Miami-Dade Clerk of Courts**

- Daily review of judicial calendar and prepared official court records for judicial review.
- Prepared documentation of official court proceedings, future court dates, oral and written motions, defendants' requests, and agency reports.
- Served as liaison with State Attorney's Office, Public Defender's Office and other agencies.
- Collected, marked and kept detailed and organized record of all trial evidence
- Verified data entered by other clerks and corrected errors.
- Assisted the public in procedural matters regarding traffic laws daily.

Education and Training

Bachelor's Degree in Professional Studies – Public Administration, Barry University
Associate of Arts Degree, Miami-Dade Community College
Certified Florida Collector, Florida Department of Revenue
Certificate – Driving Government Performance for Miami-Dade County Executives, Harvard University, John F. Kennedy School of Government
Certified Lean Six Sigma – Green Belt
Miami-Dade County Supervisory Certification

Technical Skills

Proficient in Oracle and FAMIS financial software, TaxSys (Tax Collection and Billing), ABDS/BPREP budgeting software, Active Strategies performance measurement software, Windows 7/8 and 10, Power Point, MS Word, Excel, Access, Front Page, Quicken, Outlook, and the Internet.