



City of El Centro  
1275 W. Main Street  
El Centro, CA. 92243

## **FOR IMMEDIATE RELEASE**

### **El Centro Appoints New City Manager**

El Centro, CA – On January 4, 2018 the City of El Centro held a Adjourned Regular Meeting of the City Council and Mayor Cheryl Viegas-Walker announced that action had been taken by Council, in a 5-0 Vote, to approve the contract appointing Marcela Piedra as the new City Manager for the City of El Centro.

Ms. Piedra has been a city employee since 2002 when she was hired as a Community Development Specialist II. Ms. Piedra has served in several positions with the City of El Centro, progressively promoting to more challenging positions including Director of Economic Development, Community Services Director and most recently held the position of Deputy City Manager since November 2016. Ms. Piedra has lived in the Imperial Valley for more than 30 years and graduated from Calexico High School. Ms. Piedra received her Bachelor's degree in International Business from San Diego State University and Master's Degree in Business Administration from the University of Phoenix.

Ms. Piedra has over 20 years of work experience in local government. Part of her experience includes working for the County of Imperial in the Economic Development Department and as a Small Business Advisor for the Imperial Valley Small Business Development Center. She has managed over \$67 million in capital projects and completed a variety of redevelopment and community projects.

Ms. Piedra is a member of the International City Manager's Association, California Association for Local Economic Development, International Council of Shopping Centers, California Parks and Recreation Society, and the National Recreation & Parks Association.

Ms. Piedra was chosen after a statewide/nationwide search through Bob Murray & Associates. "Ms. Piedra is extremely talented and the City Council is thrilled to announce the hiring of the first woman as the El Centro City Manager" stated Mayor Cheryl Viegas-Walker.

Ms. Piedra stated "I am honored and excited to have the opportunity to work for the City of El Centro in the City Manager capacity. I have worked for the City of El Centro for 16 years and look forward to continue working with our City Council, Department Heads, all of our dedicated City of El Centro employees, and the various local community organizations. I thank the El Centro City Council for this amazing opportunity."

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