



**MAYOR**  
Oscar Leeser

**CITY MANAGER**  
Dionne Mack

**CITY COUNCIL**

**District 1**  
Brian Kennedy

**District 2**  
Dr. Josh Acevedo

**District 3**  
Cassandra Hernandez

**District 4**  
Joe Molinar

**District 5**  
Isabel Salcido

**District 6**  
Art Fierro

**District 7**  
Henry Rivera

**District 8**  
Chris Canales

**NEWS  
RELEASE**

12/ 23/ 2024

# City of El Paso Appoints New Economic and International Development Director

**El Paso, Texas**—The City of El Paso is proud to announce Karina Brasgalla as the permanent Economic Development Director.

A dedicated public servant and native El Pasoan, Karina brings a wealth of experience, innovation, and a deep passion for the community to this role.

Born and raised in El Paso, Karina is a graduate of Columbia University and holds a Master's Degree in City and Regional Planning from Georgia Institute of Technology. She is an AICP Certified Planner with a distinguished career in urban planning and economic development. Since joining the City of El Paso, Karina has led transformative projects that enhance the quality of life for residents and drive the region's economic growth.

As Interim Director since January 2024, Karina has spearheaded significant initiatives, including negotiating a \$100 million public-private partnership for the Cohen Entertainment District's flagship 12,500-seat amphitheater. This project represents over \$5 billion in economic impact and fulfills a long-standing vision for the region. Karina was also instrumental in shepherding the META project, a groundbreaking initiative that has positioned El Paso as a hub for innovation and technology, creating jobs and attracting global attention to the region.

Her leadership has also resulted in departmental process improvements, such as streamlining project management dashboards and modernizing incentive agreements to align with strategic objectives.

Karina's commitment to her community and her ability to navigate complex challenges with creativity and collaboration have earned her recognition as a trusted leader. Her passion for economic development goes beyond large-scale projects, extending to the everyday elements that improve quality of life, from commuting to weekend activities.

"Karina Brasgalla's dedication and innovative approach have been instrumental in driving the City's economic vision forward," said City Manager Dionne Mack. "Her track record of success and her passion for our community make her the ideal choice for this role. I am confident that her leadership will continue to advance our goals of fostering sustainable growth and enhancing El Paso's quality of life."

The appointment follows a national competitive search, underscoring the City's commitment to identifying the best possible leader for this critical role.

In her new role, Karina will oversee the City's economic development initiatives, including business retention and expansion, small business assistance, international relations, and fostering partnerships that support job creation and investment. She will also be responsible for advancing key projects that align with the City's strategic objectives, ensuring sustainable growth and prosperity for the community.

###



Promoting **Transparent & Consistent Communication**  
Among All Members of the Community

**Media contact:** Laura Cruz Acosta  
Office of Strategic Communications  
(915) 212-1071