

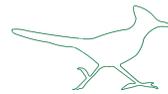
Since 2012, the Economic Development Department has accomplished:

65  
projects

4,996  
jobs  
created

over  
**\$1 BILLION**  
private investment  
into the local  
economy.

**\$88.5 M**  
IRB  
incentives  
issued



## Contact Us

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[www.bernco.gov/economic-development](http://www.bernco.gov/economic-development)

# Bernalillo County Economic Development

Let's partner for  
your success.



At Bernalillo County Economic Development, we are charged with analyzing business solvency and potential of prospective and existing companies requesting incentives to assist with land purchase, building improvements, and/or infrastructure.

## About Us

The Economic Development team furthers economic vitality through multiple efforts such as: community engagement, business advocacy, film program, policy analysis and implementation, compliance monitoring, and more.



### Mayling Armijo

#### Director of Economic Development

Mayling has served as Director of Economic Development for Bernalillo County since 2011. As such, she leads a team that researches, orchestrates,

coordinates, and executes several economic development components such as financial incentives, business development, special events, and film. Prior to this role, Mayling worked at the State Economic Development Department for three years. Ms. Armijo's earlier career included more than 10 years in the financial industry and included several years in banking as an Analyst, Banker, Lender and Branch Manager.



### Marcos A. Gonzales

#### Assistant Director of Economic Development

As a senior member of this team, Marcos has co-developed a carefully crafted, multi-pronged

strategy to assist area businesses. In this role, Marcos' responsibilities include leading a team focused on small business development, motion picture permitting, and special events resulting in economic development activity. Furthermore, Marcos assists existing businesses and those looking to develop businesses within the county through innovative application of economic development financing programs.



### Daniel J. Beaman

#### Special Projects Coordinator

Daniel is the Special Projects Coordinator for the Economic Development Department. In this position for nearly seven years, his

work contributes to the success of Bernalillo County by screening and moving Economic Development projects for consideration by our Governing Body. Inherent in this vetting process are submittals that will increase quality of life and facilitate a positive return on investment for our jurisdiction.



### Sulema Lenz

#### Senior Analyst

Sulema has served as Economic Development's Senior Analyst for four years. The foundation of her skills were built upon her strong

history in the banking industry, having served in a managerial capacity for various branches for over 20 years. As the department's Senior Analyst, she manages all department operations, the county's film permitting process, and oversees all compliance requirements for Economic Development clients.



### Kristyn Fox

#### Economic Development Coordinator

Kristyn is responsible for the marketing and communications for Economic Development. In this role, she ensures cohesive branding and

public relations for the department. In this role, she develops digital and print material, such as presentations, social media content, talking points, and internal/external reports. She also oversees The Edge newsletter and the department's Business Summit program. Kristyn possesses years of marketing experience and operates her own consulting firm during her free time.



Bernalillo County's Economic Development Department maintains and furthers commerce to ensure job creation and community enrichment.