

Brandon Vella

[REDACTED]  
Santa Fe, NM 87505

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[REDACTED]  
January 30<sup>th</sup>, 2026

City Clerk Geralyn Cardenas  
City of Santa Fe  
200 Lincoln Avenue  
Santa Fe, NM 87501

**Subject:** Letter of Interest – City Charter Review Commission

Dear Mayor Garcia and City Councilors:

I am writing to express my interest in serving on the City Charter Review Commission.

I am a strong believer that the Santa Fe needs a clear, explicit, and robust charter to maintain a vibrant, democratic, and efficiently-run city. I also believe that the separation of powers is critical to ensure that we can maintain an executive function that can get things done quickly and with expertise, but that the voice of the people is more precisely represented by a council of our peers. We have seen at a national level what the failure of the separation of powers can yield. While not a 1:1 analog to our municipal government, it represents the need for a system designed with the present and future in mind that prevents stalemates and consistently and equitably represents the voice of its citizens.

I'm also passionate about the consistent implementation of and adherence to a strategic plan. I've spent my career solving technical and business challenges for customers at test and measurement engineering company – an experience which has given me a strong understanding of how clearly-set targets drive accountability and progress when pursuing solutions to hard problems. A strategic plan would help ensure that our city continues to pursue its greatest potential through evidence-based decision-making, clear goal setting and accountability, and incentives for creative solutions. As the “oldest state capital” in the United States, the city has developed over generations and requires careful but deliberate planning to navigate it's many cultural, ethnic, and economic challenges and priorities. Too often similar questions require all-new lines of inquiry and circular debate to resolve. This leads to bureaucratic delays and in-fighting that a strong strategic plan and its clear goals and steps to achieve them could help overcome.

I would be honored to discuss my candidacy further and share my ideas on how I can best serve the people of Santa Fe. Thank you for considering my application and for your ongoing service to our community.

Sincerely,

Brandon Vella



## About Me

Motivated by helping others succeed, I thrive on optimizing processes, simplifying complexity, and delivering clear written, visual, and interpersonal communication. I excel at collaborating across teams and cultures to create innovative, practical solutions. As an empathetic, data-driven problem solver, I seek opportunities that challenge me to think creatively, work cross-functionally, and make a positive impact.

## Work Experience

### Global Sales Enablement Program Manager | Emerson Test & Measurement (NI) | Remote | July 2024 – Dec 2025

- Piloted AI-powered Sales Assistant with R&D and Sales teams, demonstrating potential ROI of thousands per seller
- Orchestrated global learning initiatives across product and GTM leadership; onboarded analyst teams across China, Malaysia, Armenia
- Automated onboarding and training workflows via Power Automate; built just-in-time resource library in SharePoint
- Increased Showpad adoption by 40% through targeted change management and admin coordination

### Global Sales Effectiveness Manager | Emerson Test & Measurement (NI) | Remote | July 2022

- Led team managing coaching and change programs for 300+ direct and non-direct sellers
- Redesigned sales onboarding program (impacting ~10% of global sales force annually) by cutting wasted time and increasing manager involvement
- Founded and chaired globally-representative Sales Advisory Board to embed sales voice in tool/process decisions
- Designed and scaled Executive Engagement training program (2023)

### Sr. Sales Effectiveness Learning Consultant | National Instruments | Remote | January 2020

- Pivoted Sales Onboarding to 100% virtual in months; drove adoption through 40 live, regional training sessions (60-80 avg. participants)
- Created high-impact video assets and strategy workshop (5-country Sales Kickoff, 2020)
- Collected and analyzed seller proficiency data to inform global effectiveness strategy

### Americas Lead, Sales & Partner Enablement | National Instruments | Austin | July 2018

- Reduced classroom training time by 10% while expanding topic diversity across 60+ cross-functional sessions
- Accelerated distributor ramp-time through targeted indirect channel training program
- Redesigned sales onboarding curriculum to support new operating model adoption

### Inside Account Manager | National Instruments | Austin | July 2016

- Closed \$530K in direct revenue (124% quota attainment); exceeded quota in 5 of 6 consecutive quarters
- Developed peer training program reducing time-to-effectiveness for new and promoted sellers
- Organized 4 internal mixers increasing cross-team collaboration and sales career pipeline interest

### Inside Sales Engineer | National Instruments | Austin | September 2014

- Exceeded quota through cross-functional partnerships with Field Account Managers
- Selected as founding member of 10-person Inside Sales Change Leaders group during coverage model transformation

### Applications Engineer, Automated Test | National Instruments | Austin | October 2013

- Resolved customer issues within KPI targets while rapidly mastering broad product portfolio
- Became team SME on test automation software—go-to resource reducing peer resolution time
- Accelerated sales cycles by delivering tailored virtual demos and hands-on customer training

## Additional Skills & Experience

### Sales

- Lead/opportunity qualification
- Front-line selling (opportunity, pipeline, territory management)
- Showpad Administration, Salesforce.com proficient
- Certified Completed: Jack B. Keenan Selling Beyond the Product, Acclivus R3

### Leadership

- Toastmasters Member, Club VP Public Relations
- NI Corporate Change Leader
- Sales peer coach and intern mentor
- Virginia Tech FSAE Electrical Team Leader

### Volunteering

- Water Conservation Committee, City of Santa Fe
- Desert Verde Farm
- Women’s International Study Center & Acequia Madre House
- United for Affordable Housing

### Education

B.S., cum laude, Electrical Engineering  
Virginia Tech, May 2013  
Senior Design: Formula SAE



### Fellowship

Livable Santa Fe Fellow, Homewise Inc.

### Hobbies

