

## JOSEPH E. SAMORA, JR.

Albuquerque, NM 87107 • C: (202) 999-6225 • joseph@samora.com

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### EXPERIENCE

*Attorney & Founder – Samora Group LLC, Albuquerque, NM (2017 – Present).*

**Senior Vice President – CNH Industrial NV (NYSE: CNHI), Washington, DC (1997 – 2014).**

[Formerly Fiat Industrial, Fiat Group, Case New Holland, and Case Corporation]

*Responsibilities:*

- Global head of the government relations business unit of multi-national Fortune 200 manufacturing company.
- Direct report to the CEO.
- Developed annual business plan, budget, and lobbying strategies for all internal business units/stakeholders.
- Managed all direct & indirect lobbying and grassroots activities, including VIP and government officials' visits.
- Chief liaison to the diplomatic community, export credit agencies, and multilateral development banks.
- Devised and drove government relations-sales support with Washington-based entities to grow new market commercial opportunities.
- Oversaw company's Political Action Committee.

*Notable Accomplishments:*

- Advised and counseled Fiat CEO, Sergio Marchionne in 2009, during the negotiations and acquisition of Chrysler from the US Department of Treasury in the Obama Administration.
- Successfully lobbied to expand the definition of "Eligible Collateral" in TALF to include agricultural and construction equipment, allowing for over \$10 billion in ABS transactions.
- Successfully lobbied Ways & Means resulting in corporate cash refunds totaling over \$380 million.
- Coordinated State Economic Development Incentives/Credits worth over \$25 million.
- Secured the first US military contract in Iraq for agricultural equipment (\$3.5 million), which has developed into a self-sustaining New Holland tractor assembly facility in Iskandariya.
- Responsible for outreach as part of sales initiatives targeting government officials in emerging market countries, including Afghanistan, Egypt, Iraq, Kazakhstan, Kenya, Russia, South Africa, Turkmenistan, Ukraine, and Uzbekistan.
- Established company's annual lobbying fly-in for all North American Plant Managers, which received best-practice recognitions for creativity and effectiveness within the manufacturing industry.
- Created and managed company's six (6) international trade education programs, which received repeated best-practice recognitions for design and social media innovation by the US Department of Commerce and the National Association of Manufacturers (original trade ed program and five (5) version updates).
- Established the Washington office for Case Corporation in 1997.

**Senior Vice President, Congressional Affairs & Communications – International Mass Retail Association (IMRA), Arlington, VA (1991 – 1997).** [Currently - Retail Industry Leaders Association]

- Managed and coordinated government relations and media affairs for the leading trade association representing world's largest and most innovative retail companies.
- Directed and managed IMRA's Political Action Committee and IMRA's Grassroots/Store Tour Program.
- Served as Editor of IMRA Political Affairs, a bi-weekly newsletter.
- Served as IMRA's spokesperson to national and trade media.

**Assistant Convention Manager, Presentation, Program, and Official Proceedings – 1996 Republican National Convention, San Diego, CA (December 1995 – August 1996).**

- Served as an Officer of the Convention and managed the development of the Convention's show, including political themes and VIP speakers.

**White House Fellow, Appointed by President George H. W. Bush, Washington, DC (Class of 1990-91).**

- Associate Director, White House Office of Public Liaison.
- Served as intermediary between the President and various communities, interests, and individuals to build public support for the President's programs and to ensure that these groups and individuals had the opportunity to present their policy concerns and recommendations to the President and his senior staff.

**Chairman – New Mexico Public Service Commission, Santa Fe, NM (1987 – 1990).**

[Currently – New Mexico Public Regulation Commission]

- Presided over all state regulatory policy-making decisions, hearings and cases of electric, gas, water, and sewer utilities, including:  
Pub. Serv. Co. of N.M. v. N.M. Pub. Serv. Comm'n, 815 P.2d 1169 (N.M. 1991);  
Att'y Gen. of State of N.M. v. N.M. Pub. Serv. Comm'n, 808 P.2d 606 (N.M. 1991); and,  
N.M. Indus. Energy Consumers v. N.M. Pub. Serv. Comm'n, 808 P.2d 592 (N.M. 1991).
- Managed over 50 employees and administered multi-million dollar annual budget.
- Youngest chairman of a state public utility regulatory commission in the United States.

**General Counsel and Administrative Assistant to Chief Justice William Riordan – New Mexico Supreme Court, Santa Fe, NM (1986).****Associate Attorney – Butt Thornton and Baehr PC, Albuquerque, NM (1984 – 1985).****Law Clerk to Justice William Riordan – New Mexico Supreme Court, Santa Fe, NM (1982 – 1984).****ACHIEVEMENTS & INTERESTS**

- New Mexico Gay Men's Chorus [President, Baritone & Dance Team] (2018 - Present).
- New Mexico Black Tie Club, Co-President (2020 - 2023).
- Equality New Mexico Foundation (C-3), Past Chairman of the Board, Current Board Member (2020 - 2022).
- Equality New Mexico (C-4), Board of Directors (2020 - 2022).
- New Mexico LGBTQ+ Bar Association, Board of Directors (2020 – Present).
- Franciscan Alumni Association, Board of Trustees (2020 – 2022).
- President's Commission on White House Fellowships. Appointed by President George W. Bush (2007 – 2009).
- Advisory Committee on International Economic Policy (ACIEP), US Department of State (2005 – 2009).
- Advisory Committee to the US Export-Import Bank (2008 – 2010, 2005 – 2006).
- US-Iraq Business Dialogue, US Department of Commerce, Charter Member (2007 – 2010).
- National Association of Manufacturers (NAM), Board of Directors (2011 – 2014).
- Business & Industry Political Action Committee (BIPAC), Board of Directors (2012 – 2014).
- Organization for International Investment (OFII), Board of Directors (2012 – 2014).
- Coalition for Employment through Exports (CEE), Chairman of the Board of Directors (2011 – 2014).
- International Fraternity of Phi Gamma Delta (FIJI), Board of Archons (2000 – 2004) [Vice President (2002 – 2004)].
- Durrance Award for Outstanding Graduate Advisor, International Fraternity of Phi Gamma Delta (FIJI) (1990 at University of New Mexico and 1992 at University of Maryland College Park).
- Fishing, travel, golfing, and cooking New Mexican cuisine.

**EDUCATION & LAW LICENSES**

- J.D., University of New Mexico School of Law, Albuquerque, NM.
- B.A. in Communications, University of New Mexico, Albuquerque, NM.
- District of Columbia Bar; State Bar of New Mexico; Bar of the Supreme Court of the United States.

