

Colloquium

Enrique Gomez

UTEP Gold Nugget

Friday, February 20, 2015 at 3pm in Bell Hall 143

What is a Brand? What is Branding? Why does anyone care and how does this relate to mathematics?

Four years ago, the Texas Driver License offices had a terrible reputation due to the very long waits customers had to endure in very small and uncomfortable places where good meaning employees had to serve an ever increasing population in outdated facilities using outdated technology.

Enrique Gomez, a retired executive from IBM and UTEP alumni will talk about his experience with re-branding the Drivers License Division of Texas. Using Branding Methodologies, Strategic Planning, and Mathematics, Enrique and a team of executives took on the task of improving the customer experience at the Drivers License offices with great success.