

MONICA BELTRAN

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PROFILE

Certified Parking Professional with effective communication skills, able to forge strong working relationships with strategic partners and build consensus across complex organizational levels. Successful in guiding sizeable, cross-functional teams in operational and security roles. Extensive experience in project development and management, operations, logistics, municipal and airport parking operations, ground transportation management and delivering unparalleled hospitality and customer experience.

CORE COMPETENCIES:

- FEDERAL, STATE, COUNTY, MUNICIPAL REGULATION ENFORCEMENT
 - OPERATIONS LOGISTICS
 - FISCAL MANAGEMENT
 - CONTRACT ADMINISTRATION
 - PROJECT DEVELOPMENT AND MANAGEMENT
 - SECURITY PLAN DEVELOPMENT, IMPLEMENTATION, CREDENTIALING
 - PERSONNEL MANAGEMENT, RECRUITMENT AND TRAINING
 - PROCUREMENT DOCUMENT DEVELOPMENT AND REVIEW
 - CUSTOMER SERVICE AND PUBLIC RELATIONS
 - TRAFFIC MANAGEMENT AND MAINTENANCE OF TRAFFIC (MOT)
 - GROUND TRANSPORTATION MANAGEMENT SYSTEMS
 - PARKING OPERATIONS AND REVENUE CONTROL SYSTEMS
 - MULTILINGUAL: ENGLISH, SPANISH, AND FRENCH
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EDUCATION: Florida International University:

Master of Public Administration, Bachelor of Arts in Spanish and French

PROFESSIONAL EXPERIENCE

City of Miami Beach Interim Parking Director, October 2020 to Present

- Responsible for the operation of the Parking Department, overseeing all administrative and operational functions of the Department, meeting operational and customer service goals while aiming to bring the Department to pre-Pandemic profitability.

City of Miami Beach Assistant Parking Director, December 2014 to Present

- Managed team of 100 parking enforcement, facility maintenance and meter operation employees
- Management of over 16,000 municipal parking spaces and citywide residential parking
- Improved customer satisfaction scores for facility appearance and customer service
- Fiscal, operations logistics, and contract management responsibilities
- Managed construction parking, freight and loading zone programs
- Coordinated special event operations including peak events such as, Art Basel and Super Bowl LIV
- Developed comprehensive standard operating procedures
- Responsible for the City's electric car charging program

- Developed and implemented the City's first employee shared-ride service program
- Development and review of solicitation documents
- Coordinated installation of the City's new parking revenue control equipment
- Participated in construction project management for design and construction phases of two (2) new municipal parking garages
- Participated in project development of the City's Intelligent Transportation System (ITS)
- Inter-Departmental collaboration and support: Transportation, Tourism and Culture, Procurement, Code Enforcement, Public Works, Environmental and Sustainability, Planning, Capital Improvement, and Communications Departments

Miami-Dade County Aviation Department (Miami international Airport) 1979 to 2014

2006- 2014: Director of Landside Operations

- Director of a team of 127 supervisory and front line employees
- Developed policies, managed \$11 million dollar annual budget
- Managed fast-paced 24/7 airport operation, including public and employee parking, traffic control, car rental center operations, taxicab dispatching, ground transportation management
- Improved customer service satisfaction scores
- Contract management
- Operated an in-house airport towing program
- Managed an operations control center with closed-circuit security cameras, dispatching functions
- Enforcement of Miami Dade County Code Chapters 25, 30 and 31
- Assisted in the development of operations and security technology solutions
- Collaborated with County elected officials and federal agencies
- Enforced federal security requirements
- Served as MIA's Americans with Disabilities Act (ADA) Coordinator for facilities and services
- Developed security training programs for airlines and airport employees, ensured compliance with Federal Air Carrier Access Act (ACA)

1988-2006: Landside Operations Supervisor

- Supervisor of parking, transportation and employee security credentialing at the Miami International Airport (MIA)
- Developed MIA's post-911 security training program
- Ensured compliance with FAA security regulations, implementing security measures and auditing companies for Federal Aviation Administration mandate compliance
- Coordinated development of specifications and solicitation documents for parking revenue control and ground transportation management systems

1979-1987: Terminal Operations

- Managed MIA's international tours and charters program
- Customer service, scheduling, recruitment, payroll, employee discipline
- Budget, projections, operations and facility maintenance reports
- Public service assistance, information counters and terminal control room (1979-1982)

PROFESSIONAL ASSOCIATIONS

National Parking Association

International Parking and Mobility Institute