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## City of El Paso Appoints Permanent Director for Parks and Recreation Department

**EL PASO, Texas**—The City of El Paso is pleased to announce the appointment of Pablo Caballero as the permanent Director of the Parks and Recreation Department.

Caballero has served as Interim Director of the department since November 2023 and begins his new role as permanent Director effective immediately.

“We are excited to promote Pablo Caballero as the permanent Director of Parks and Recreation, a department within the City’s Quality of Life Portfolio,” said Deputy City Manager Dionne Mack. “Not only is he deeply passionate about Parks and Recreation, but as interim, he has been customer-focused and pragmatic, nimbly balancing operational realities with short staffing and expectations of our community related to reopening facilities.”

During his time as interim director, he has strengthened key areas of focus, programming, and customer service to ensure improved customer satisfaction. The Parks and Recreation Department consistently ranks in citizens’ top three municipal priorities, and the City is eager to ensure continuity of services to meet customer expectations.

Caballero, who joined the Parks and Recreation Department in 2018 as a Community Center Supervisor, has been an integral part of reactivating Parks and Recreation facilities that were closed due to COVID-19 and working to establish a stronger department.

Caballero has 25 years of experience in developing, implementing, and growing sports and recreational programming in both El Paso and Ciudad Juárez, with an emphasis on customer experience and budgetary targets. He started his professional career as a physical education teacher and then became a well-recognized Athletic Director at El Tecnológico de Monterrey, a private college in Mexico. Additionally, Caballero holds a Master’s in Business Administration with a strong focus on finance and marketing.

### **About the Parks and Recreation Department**

The El Paso Parks & Recreation Department provides indoor and outdoor leisure services to persons of all ages so they can develop skills, socialize, experience nature, relax, and live a healthier lifestyle. The department oversees more than 300 parks, 23 Recreation and Sports Centers, 11 Aquatic Centers, and 10 Senior Centers. The department joins the ranks of elite park and recreation organizations by earning accreditation through the Commission for Accreditation of Park and Recreation Agencies (CAPRA) and the National Recreation and Park Association (NRPA).

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