



New Mexico
Department of Finance
and Administration

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Department of Finance and Administration Chief Information Officer will be participating in keynote address at the world's largest software conference
Will spotlight New Mexico's Emergency Rental Assistance system

SANTA FE - Department of Finance and Administration (DFA) Chief Information Officer Joey Baros will be a keynote speaker at the Dreamforce Conference - the world's largest software conference, on Tuesday, September 20th, and Thursday, September 22nd. He will be discussing the state's highly successful Emergency Rental Assistance (ERA) system. Mr. Baros was the driving force behind the state's ground-breaking initiative that has received national recognition.

Mr. Baros will be a keynote speaker at two sessions, "Public Sector Keynote: Modernized for Speed, Scale & Impact" and "Ready? Create Customer-Centric Services Now". He will discuss topics related to the ERA system including improved outcomes and modernized digital service enabled by Salesforce and how to elevate constituent experiences faster with prebuilt apps for the government.

Led by Joey Baros, DFA launched the Emergency Rental Assistance website and application on April 5, 2021, just 4 weeks after receiving the project. The system eased access to rental assistance for thousands of New Mexicans. In the process, DFA also created the country's first bulk application process, making it easier for landlords and utility providers to submit payment past due charges from multiple tenants at a time. Despite a tight timeframe and lack of resources, DFA built one of the country's most successful ERA systems which is now being used as a template and learning tool for others.

"This recognition and opportunity is a testament to the hard work and dedication of Joey and his team," said DFA Cabinet Secretary Debbie Romero. "This is also a significant accomplishment for the state, and we are proud of the work we have done to keep New Mexicans in their homes."

"Building an application and program like this is a once-in-a-lifetime achievement," said DFA Chief Information Officer Joey Baros. "With the use of our program, we have helped thousands of New Mexicans stay in their homes and we will continue to help thousands more."

To learn more about the Dreamforce Conference, visit Salesforce.com.

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About Department of Finance & Administration: *The New Mexico Department of Finance and Administration (DFA) serves New Mexico through fiscal management support for state agencies, local governments, and community-based programs to achieve responsible and quality fiscal services for all New Mexicans. DFA received a clean audit for FY21 and remains committed to the continued improvement of the state's financial reporting. DFA was also an instrumental part in the accurate count of the 2020 Census, ensuring the promise of additional federal funding for the state.*