

Ruben P. Gonzalez was appointed El Paso County Tax Assessor-Collector on March 9, 2015. In 2016, he was elected to serve his first term of office as County Tax Assessor-Collector and re-elected to serve in 2020.

He has over 45 years of experience in progressive Motor Vehicle Administration and leadership capacities, including more than 26 years as Regional Manager for the Texas Department of Motor Vehicles (TxDMV) in Midland-Odessa and El Paso. He currently serves in the TxDMV Consumer Protection Advisory Committee and the Customer Service Advisory Committee. He has been the TACA Representative with the Texas Association of Vehicle Theft Investigator's serving as liaison for the last six years.

Since being in office, Ruben has completely re-engineered each department to be more efficient, accountable, and focused on quality customer service. Through new oversight, the implementation of automated programs has brought improved enforcement tools to serve Tax Office employees, customers, and the dealer community.

By taking advantage of software techniques, Ruben has been able to identify weak links in employee performance and established a new Training Coordinator position. The result has been improved new employee skills as well as the redevelopment and strengthening of current employee skills.

The attitude of accepting and working with Constant Change that Ruben brings to the Tax Office has enhanced the customer service experience for El Paso County citizens.

Ruben has been happily married for over 46 years. He and wife Elvia have two daughters, Mikael Star and Jaclyn Dian, who have given them the joy of being grandparents to three grand-kids, all boys!