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From the Albuquerque Business First:

<https://www.bizjournals.com/albuquerque/news/2020/12/01/mesa-del-sol-names-david-campbell-as-its-new-ceo.html>

Mesa del Sol LLC names David Campbell its new CEO

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A development company at one of Albuquerque's largest master-planned communities has a new executive, and it comes amid a surge in activity and buzz.

David Campbell, a former city official in Albuquerque and Rio Rancho, will be Mesa del Sol LLC's new CEO, the company announced on Tuesday. Campbell's hiring comes days after Netflix announced a \$1 billion expansion at Albuquerque Studios, located at to Mesa del Sol.

Most recently, Campbell worked as the city manager for Rio Rancho from July 2019 until he resigned for personal reasons in March, Business First reported. Before working in Rio Rancho, Campbell was the director of the Albuquerque Planning Department.

Since March, Campbell said he's been reading and keeping up trends in development in smart cities, specifically near airports.

"I just feel very fortunate to come on board at a very opportune time," he said. "My experience in leading cities are about those same things. ... It felt like it was a very good match for what their goals are and what my particular skillset brings."



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Former city of Albuquerque and Rio Rancho official David Campbell has been named CEO of Mesa del Sol LLC.

Campbell said in conversations with [Steven Chavez](#), Mesa del Sol LLC's managing partner, and its board of directors, that the owners believed he could help bolster's vision of being a smart, safe and sustainable community. Campbell added that he help show the strength of public-private partnerships at Mesa del Sol.

"Development at Mesa del Sol is progressing at a rapid pace, and we needed a high-caliber, experienced diplomatic executive like [David Campbell](#) to oversee and propel infrastructure and planning," Chavez said in a statement. "To continue my vision of a smart, sustainable and safe community, it's imperative we have a strategic planner as part of our team."

Campbell cited Mesa del Sol's proximity to the Albuquerque International Sunport and Kirtland Air Force Base as reason it can be a home to Albuquerque's growing space industry.

"When we're thinking about the 21st century and Albuquerque's place in space, Mesa del Sol is well-suited for that," he said.

Albuquerque City Councilor [Pat Davis](#) championed Chavez's and Mesa del Sol's vision last month after it was announced that Netflix would move forward on its expansion at Albuquerque Studios, just two years after the California-based [streaming giant purchased the studio in another \\$1 billion deal](#).

Last December, [Business First reported on California energy company Karios Power purchasing an existing building on 32 acres of land at Mesa del Sol while investing \\$125 million and creating 65 jobs](#). The development is also home to growing industries like [hemp](#), [technology](#) as well as [residential housing](#).

Campbell said Chavez's company owns and controls about 3,000 acres at the development. The other acreage, [which totals more than 12,000](#), at Mesa del Sol is owned by the State Land Office and other public entities.

Campbell earned an annual salary of \$175,000 per an [employment contract approved last summer](#) at the city of Rio Rancho.

A graduate of Highland High School, Campbell has also worked as a real estate and land use lawyer and was Albuquerque city attorney and general counsel from 1989 to 1993. Campbell holds three degrees, including a law degree and a master of arts in public administration from the University of New Mexico.

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