

C-Suite on Talent Featuring Mayor Maso

Maher Maso became mayor of Frisco, TX in 2000. He is finishing his term in May. As mayor, Maher has seen the City of Frisco grow from 30,000 residents to over 160,000 residents as one of the fastest growing cities in America. Frisco also makes numerous lists of best places to live, work and raise a family.

Below is representative of the sentiment of Frisco residents:

“He (Mayor Maso) is a great advocate for the city of Frisco and surrounding area. He truly understands the meaning of service because he lives it every day in his actions.”

We had a chance to sit with the Mayor and obtain his thoughts on Frisco’s future, it’s people, and their development.

1 What is Frisco’s Mission and Vision?

Frisco being the fastest growing city in the nation has 60% of adults with a 4-year degree or better. The mean age is 37, which is a young and professional community.

Our mission focuses on economic development, education, and public safety. The priority is always to create jobs and provide for the families of Frisco. There is significant effort to meet the educational needs of the future and not just the present by implementing innovative programs

Most recently, the world’s fastest growing experiential learning center KidZania is coming to the U.S.; and their corporate HQ and the educational facility will be in Frisco.

Public safety is also a priority – we have to make sure our companies and residents feel safe. Together, we can continue to make Frisco a safe place.”

2 Why did you want to become the mayor?

This is a voluntary role with about 60-80 hours week but it’s a role about making your community a better place. I love the community and wanted to help us realize our enormous potential.



What keeps me focused is the impact! I enjoy serving the community and helping create jobs. I have enjoyed traveling the world and talking about why Frisco is a great place to have a company.

We are the home to America’s only 5 Billion Mile of development. We have every major sports team represented. And, we are the home to the Dallas Cowboys state-of-the-art facility, The Star.

3 What is your foundational philosophy for how you lead?

The mayor's role is very broad. You're an economic developer, crisis manager, always on-point for public relations and media interviews. I am also an educator and a mentor for kids.

The Mayor role is multi-dimensional, it is not a typical CEO role.

I fall back on servant leadership. The community's safety and welfare is ultimately my responsibility.

I am the face of the community so I have to be in the community. Whether it is mentoring a high school student, reading to 1st graders, or negotiating with a CEO of multinational company. I take a very hands-on approach.

Again, it's all about servant leadership, serving others is my foundational leadership philosophy.

4 What capabilities are especially critical for leaders to be successful in Frisco?

First and foremost, great listening skills. You have to understand where your community wants to go. Not just the residents, but the companies, land owners, educators, and all stakeholders. So, great listening skills to understand are very important.

Second, is the ability to work in teams. Partnerships and teams are what built Frisco. Whether it's a private partnership with the Cowboys, a school district, or working with the city council, you must have the ability to understand their needs and bring them to a consensus in making a decision.

5 How are you developing people in Frisco?

Development starts with me, setting the example as a life-long learner.

Training our City employees is a priority. We have 1,400 full time staff. We realize everyone is unique and when it comes to development, one size doesn't fit all.

Currently, there is a mentoring process where directors take employees under their wing and train them. There are supervisor leadership programs for those that aspire to grow in their position.

The key is to have training and programs available that support the unique development and growth needs of each person who creates a career with the City of Frisco.

Mayor Maso Key Accomplishments

- Frisco Citizen of the Year, 2005
- Voted one of 21 for the 21st century leaders in Collin County, 2004
- Seven-year recipient of recognition for continuing education from the Texas Municipal League with 350+ hours, 2000-2007
- Accepted 5-year award on behalf of Frisco from Texas Municipal League for 5 consecutive years of continuing education
- Awarded Proclamation of Outstanding Service by Mayors of Allen, Plano, and McKinney, 2004