

Division 2: Mark E. Falcone Director



A native Californian, raised with strong mid-western values, Mark carved a noteworthy path from multi-unit retail management to community leadership. In the fast-paced world of retail, Mark led the West Coast operations for two industry giants in the dietary supplement industry. It was his entrepreneurial spirit that truly shone when, over the course of 15 years, he took a small business, with no market presence, and built it into a million-dollar enterprise. Mark recently retired in August of 2024.

As he transitioned to the latter part of his career, Mark's focus shifted to community service. For eight years, he served on the board of directors for East Highlands Ranch Homeowners Association (2014-2022), including six years as vice president. His dedication to public service deepened in 2022 when he became a Commissioner on the Community Advisory Commission for East Valley Water District, gaining invaluable insights into the water industry's complexities. Mark brings a unique blend of business acumen and water industry experience to the Board.

Beyond his professional pursuits, Mark is a passionate advocate for healthy living. You will find him at the gym five days a week in the early morning hours, embodying his commitment to physical fitness. His love for high-energy activities extends to visiting the gun range, physical contact sports and all forms of auto racing.

Mark has lived in the city of Highland since 1993. He has one daughter and two granddaughters.