SPECIAL MEETING

CITY OF LOS ANGELES
WORKFORCE DEVELOPMENT BOARD (WDB)
NOMINATIONS/MEMBERSHIP COMMITTEE MEETING

Thursday, January 9, 2025

Goodwill Southern California - Auditorium

342 N. San Fernando Road, Los Angeles, CA 90031

12:00 p.m. - 12:30 p.m.

AGENDA

1. Call to Order/Roll Call
2. Public Comment on Non-Agenda Items

ACTION ITEMS:

3.	Consideration of the Minutes of July 13, 2023	LaShondra Mercurius
4.	Retroactive Approval of Nominations for Consideration by the Mayor for Appointment and Reappointment to the Workforce Development Board (WDB)	Hannah Lee

5. Next Meeting
6. Adjourn

Nominations/Membership Committee:

Chair: LaShondra Mercurius Members: Garrett Gin, Gabriel Pimentel

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The public will have an opportunity to address the Board on any agenda item at the time the item is considered. Members of the public who wish to speak on any item are requested to complete a speaker card for each item they wish to address, and present the completed card(s) to the designated personnel of the Board. Speaker cards are available at the sign-in table at the back of the meeting room. Documents/reports on agenda items are available on the Board's website and may be distributed at the meeting. For updated meeting schedules please visit www.wiblacity.org. For more information call 213-744-7164.

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Phone: 213-744-7164 www.wiblacity.org

3.

DATE: January 9, 2025

TO: Workforce Development Board (WDB)

FROM:

SUBJECT: **Consideration of the Minutes of July 13, 2023**

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

- Item 3 - Draft_Minutes_WDB_Nominations_Membership_Comm_07.13.2023

CITY OF LOS ANGELES
WORKFORCE DEVELOPMENT BOARD
NOMINATIONS/MEMBERSHIP COMMITTEE MEETING
Economic & Workforce Development Department
1200 West 7th Street, 6th Floor
Main Conference Room, Los Angeles,CA 90017

THURSDAY, JULY 13, 2023

10:00 A.M. – 12:00 P.M.

DRAFT MINUTES

MEMBERS PRESENT: La Shondra Mercurius, Ruth Lopez Novodor

1. Call to Order – Chair LaShondra Mercurius called the meeting to order at 10:30 a.m.

2. Public Comments on Non-Agenda Items - None

3. Consideration of the Minutes of April 19, 2023
   Moved Ruth Lopez Novodor, Second LaShondra Mercurius
   Approved unanimously.

4. Develop Recommendations for Consideration by the Workforce Development Board (WDB) for the Election of WDB Officer for the Period of July 1, 2023 – June 30, 2024

   Gregg Irish provided background for the WDB Officer positions and responsibilities. The officers are elected for a one-year period. No responses were received from the Board staff call for nominations of WDB Officers that was sent out. The WDB Chair once elected selects the WDB Standing Committee Chairs. The Executive Committee is comprised of all standing committee chairs, and two that the Chair appoints. Business Services Marketing and Resource

Development (BSMRD), Policy & Oversight, Nominations/Membership Committee, Apprenticeship Committee.

Chair Mercurius asked that the request for nominations be sent out multiple times.

Ruth Lopez Novodor suggested that the current Board members be recommended, for continuity purposes.
RLN moved that the three current officers be nominated and that the letter for solicitation will go out and that nominations will be called from the floor. Second LaShondra Mercurius. Motion carries unanimously.

5. Develop Recommendations for Consideration by the Workforce Development Board (WDB) President/Chair for Appointment as WDB Standing Committee Chairs and Two Additional Members of the WDB Executive Committee for the Period of July 1, 2023 – June 30, 2024

   Gregg presented and provided background for the WDB Committee Chairs. The Chair nominates the Committee Chairs, and the Board votes on them.

   Ruth Lopez Novodor asked if they must develop recommendations. Gregg Irish said no.

   The committee discussed amendments to the WDB Bylaws to name committee vice chairs that could eventually move in to
   CEA will prepare a list of any responses received via email regarding nominations to the WDB officers

   Ruth Lopez Novodor Moved to send out a letter expressing interest in serving as chairs, the chair of nominations committee will present to the newly elected chair and will also ask for any interest from the floor. Second LaShondra Mercurius
   Motion carries.

   Ruth Lopez Novodor said that she would like to see a targeted outreach to small businesses to bring more people on the Board.

   CURRENT WDB VACANCIES:

   Business (3)
   Labor (1)
   Economic & Community Development (1)

6. Next Meeting: TBA

7. Adjourn: 11:26 a.m.

4.

DATE: January 9, 2025

TO: Workforce Development Board (WDB)

FROM:

SUBJECT: **Retroactive Approval of Nominations for Consideration by the Mayor for Appointment and Reappointment to the Workforce Development Board (WDB)**

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

- Item 4 - WDB Memo re. Retroactive Approval of WDB Nominees
- WDB_Reappointments_and_New_Appointments_2024 (1)

Workforce **Development** Board
City of **Los Angeles**

MEMORANDUM

DATE: January 9, 2025

TO: LaShondra Mercurius, Vice Chair
Nominations Committee

FROM: Hannah Lee, Interim Executive Director
Workforce Development Board (WDB)

SUBJECT: Retroactive Approval of Nominations for Consideration by the Mayor for Appointment and Reappointment to the Workforce Development Board (WDB)

REQUESTED ACTION:

That the Workforce Development Board Nominations Committee retroactively approve 31 nominations for consideration by the Mayor for appointment and reappointment to the Workforce Development Board (WDB).

BACKGROUND:

On September 3, 2024, the Mayor transmitted 31 appointments and reappointments to the Workforce Development Board (WDB) for City Council consideration. City Council reviewed and confirmed all nominees on December 10, 2024.

Below is the list of all appointments, the organizations they represent, their membership category, whether they are a new appointment or a reappointment, and term end date.

The attached Mayor's transmittal also has the resumes for all appointments.

Name	Organization Represented	Membership Category	Appointment or Reappointment	Term End Date
Chavez, Priscilla	PCL Construction Services, Inc.	Business	Reappointment	6/30/2026
Corona, Veronica	CM Cleaning Solutions, Inc.	Business	Reappointment	6/30/2025
Crippens, David	DLC & Associates	Business	Reappointment	6/30/2025
Gin, Garrett	Bank of America	Business	Reappointment	6/30/2025
Hanners, Rodney	Keck Medicine of USC	Business	Appointment	6/30/2026
Hazzard, Jaleesa	Hazzard Consulting Group	Business	Reappointment	6/30/2026
Heisser, Lindsey	Snap Inc.	Business	Appointment	6/30/2026
Hoffman Vanyek, Nancy	Greater San Fernando Valley Chamber of Commerce	Business	Reappointment	6/30/2025
Hollingsworth, Teraylan (Terri)	Hospital Association of Southern California	Business	Reappointment	6/30/2025
Mercurius, LaShondra	JLM Strategic Talent Partners	Business	Reappointment	6/30/2025
Nguyen, Kelly	IDLogic	Business	Reappointment	6/30/2025
O'Neill, Casey	Biocom	Business	Reappointment	6/30/2025
Ford, David	Southern California Edison	Business	Appointment	6/30/2026
Pérez, Patricia	VPE Public Relations	Business	Reappointment	6/30/2025
Rad, Carmen	CR&A Custom, Inc.	Business	Reappointment	6/30/2025
Woo, Charles	Megatoys	Business	Reappointment	6/30/2025
Brandis, Bernardine	Walt Disney Studios	Business	Appointment	6/30/2026
Cabrera, Agustin	Strategic Concepts in Organizing and Policy Education (SCOPE)	Economic & Community Development	Reappointment	6/30/2026

Name	Organization Represented	Membership Category	Appointment or Reappointment	Term End Date
Croom, Kenya	A Step to Freedom	Economic & Community Development	Appointment	6/30/2026
Cuevas, Jesse	State of California, Employment Development Department	Economic & Community Development	Reappointment	6/30/2025
Hamalian, Hrag	TGR Foundation, National	Economic & Community Development	Reappointment	6/30/2026
Pimentel, Gabriel	Southern California Indian Center	Economic & Community Development	Reappointment	6/30/2025
Torres, Benjamin	CD Tech	Economic & Community Development	Appointment	6/30/2026
Turrubiartes, Maria	State of California, Department of Rehabilitation	Economic & Community Development	Reappointment	6/30/2025
Simon, Steven	Los Angeles Unified School District	Education	Reappointment	6/30/2026
Waheed, Saba	UCLA Labor Center	Education	Appointment	6/30/2026
Zimmer, Steve	California Department of Education	Education	Reappointment	6/30/2026
Fleming, Sean	SEIU- United Healthcare Workers (UHW)	Labor	Appointment	6/30/2026
Garcia, Benjamin	Los Angeles/Orange County Building; Construction Trades Council AFL-CIO	Labor	Appointment	6/30/2026
Nguyen-Perez, Linda	Center for Worker Training & Leadership	Labor	Reappointment	6/30/2026
Rascon, Sergio	Laborers International Union of North America (LAUNA) – Local 300	Labor	Reappointment	6/30/2025

KAREN BASS
MAYOR

September 3, 2024

Honorable Members of the City Council
c/o City Clerk
City Hall, Room 395

Re: Workforce Development Board (WDB) Appointments and Reappointments

Honorable Members:

Subject to your confirmation, I hereby transmit the following appointments and reappointments to the Workforce Development Board outlined in the chart below. Resumes for everyone are attached.

I certify that in my opinion, the appointees and reappointees below are especially qualified by reason of training and experience for the work which shall devolve upon them, and that I make the appointments and reappointments solely in the interest of the City.

Sincerely,

KAREN BASS
Mayor

KB:tga

Attachments

Name	Membership Category	Term End	Status
Chavez, Priscilla	Business	6/30/2026	Reappointment
Corona, Veronica	Business	6/30/2025	Reappointment
Crippens, David	Business	6/30/2025	Reappointment
Gin, Garrett	Business	6/30/2025	Reappointment
Hanners, Rodney	Business	6/30/2026	Appointment
Hazzard, Jaleesa	Business	6/30/2026	Reappointment
Heisser, Lindsey	Business	6/30/2026	Appointment
Hoffman Vanyek, Nancy	Business	6/30/2025	Reappointment
Hollingsworth, Teraylan (Terri)	Business	6/30/2025	Reappointment
Mercurius, LaShondra	Business	6/30/2025	Reappointment
Nguyen, Kelly	Business	6/30/2025	Reappointment
O'Neill, Casey	Business	6/30/2025	Reappointment
Ford, David	Business	6/30/2026	Appointment
Pérez, Patricia	Business	6/30/2025	Reappointment
Rad, Carmen	Business	6/30/2025	Reappointment
Woo, Charles	Business	6/30/2025	Reappointment
Brandis, Bernardine	Business	6/30/2026	Appointment
Croom, Kenya	Economic & Community Development	6/30/2026	Appointment
Cuevas, Jesse	Economic & Community Development	6/30/2025	Reappointment
Hamalian, Hrag	Economic & Community Development	6/30/2026	Reappointment
Pimentel, Gabriel	Economic & Community Development	6/30/2025	Reappointment
Torres, Benjamin	Economic & Community Development	6/30/2026	Appointment
Turrubiartes, Maria	Economic & Community Development	6/30/2025	Reappointment
Simon, Steven	Education	6/30/2026	Reappointment
Waheed, Saba	Education	6/30/2026	Appointment
Zimmer, Steve	Education	6/30/2026	Reappointment
Cabrera, Agustin	Labor	6/30/2026	Reappointment
Fleming, Sean	Labor	6/30/2026	Appointment
Garcia, Benjamin	Labor	6/30/2026	Appointment
Nguyen-Perez, Linda	Labor	6/30/2026	Reappointment
Rascon, Sergio	Labor	6/30/2025	Reappointment

**Click a name below to be taken to their resume*

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Chavez, Priscilla

Corona, Veronica

Crippens, David

Gin, Garrett

Hanners, Rodney

Hazzard, Jaleesa

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Mercurius, LaShondra

Nguyen, Kelly

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Waheed, Saba

Zimmer, Steve

Cabrera, Agustin

Fleming, Sean

Garcia, Benjamin

Nguyen-Perez, Linda

Rascon, Sergio

Priscilla Chavez

WORK HISTORY:

Los Angeles County Bar Association
2005-2006 – Receptionist/Administrative Assistant
Provided administrative support to ensure successful office operations. Operated front desk activities. Carried out administrative duties such as filing, typing, copying, etc. Supported team by performing tasks related to organization. Contributed to team effort by accomplishing related results as needed.

Friedman, Enriquez, Carlson LLC
2006-2007 – Administrative/Legal Assistant
Provided administrative support to ensure successful office operations. Carried out administrative duties such as filing, typing, copying, etc. Supported team by performing tasks related to organization. Collected, examined, and organized evidence, discovery, and other legal documents for attorney review and case preparation, researched regulations, laws, and legal articles to assist with the preparation of reports, case files, and legal advice. Managed accounts payable.

DCS & Associates
2007-2016 – Administrative Assistant (2007-2008), Outreach Coordinator (2008-2010), Sr. Outreach Coordinator (2010-2012), Outreach Director (2012-2016)
Managed coordination, implementation, and management of outreach activities, including marketing through all means of media, attending and presenting at pre-bid meetings and outreach events, (City Council District meetings, industry forums, chamber events, etc.). Managed outreach logistics including arranging for speakers, creation of outreach materials, agendas and evaluations for events. Assisted small and diverse business candidates with certification assistance, prime contractor prequalification assistance, and strategic matchmaking between prime and small contractors. Served as the primary liaison with the Mayor's Office of Economic and Business Development, the City of Los Angeles proprietary departments (including Los Angeles World Airports, Department of Public Works, the Port of Los Angeles, and DWP), community resource and prime partners.

PCL Construction Services, Inc.
2016-Present – Diversity and Inclusion Manager (2016-2020), Business Development Manager (2019-Present)
Day-to-day efforts are focused on driving business development initiatives and building industry relationships, while establishing market presence and visibility, creating opportunities for PCL and securing partnerships with all stakeholders with an emphasis on inclusion and equity. In her role, Priscilla also oversees and manages PCL's diversity and inclusion efforts in Southern California including community outreach, supplier diversity, workforce development, as well as labor relations.

ACTIVE BOARDS:

Apprenticeship Readiness Fund, Los Angeles Orange County Building Trades Council, Secretary, 2018-Present
Los Angeles Trade Technical College Foundation, Member of the Board of Directors, 2018-Present
WBEC-West, Member of the Board of Directors, 2022-Present
The Valley Economic Alliance, Member of the Board of Directors, 2023-Present

EDUCATION:

Franklin High School, diploma 2003
California State University Los Angeles, courses completed, 2006

CERTIFICATIONS:
Executive Master Compliance Administrator, Morgan State University, 2019
Professional Business Developer (PBD) Certification, BD Guild, 2020

COMMUNITY SERVICE – VOLUNTEERING:
Food Bank
1. Food Distribution, Food Bank Headquarters, September 2018
2. Food Distribution, St. Agnes Catholic Church with USC, August 2020 and September 2020
3. Food Distribution, Bank at Banc of California Stadium for MLK Day, January 2021
4. Food Distribution, Food Bank Headquarters, April 2022
5. Food Distribution, Food Bank Headquarters, November 2022

DIY Girls
1. Woodworking Camp 2018 and 2019
2. Volunteer at Fenton Elementary School, 2018
3. Volunteer at Haddon Avenue Steam Academy, April 2019
4. Volunteer at Vaughn Elementary School, April 2019

City of Los Angeles
1. CD8 Winter Wonderland, toy giveaway, event setup, December 2021, 2022
2. CD8 Turkey Run, turkey giveaway, November 2021, 2022
3. CD9 Turney Run, turkey giveaway, November 2021, 2022
4. South LA Tree Lighting, November 2021, 2022
5. City of LA "Arbor Day" Tree Planting Event at Mt. Carmel Park, April 2022

Habitat for Humanity
1. June 2019
2. October 2018

National Organization of Minority Architects, Southern California
1. Diversity by Design ACLA, 2022
2. Architecture Summer Camp for Youth, 2018-2022

COMMUNITY ORGANIZATIONS:
1. CMAA, Program Committee Member, 2021-present
2. City of Los Angeles Ad Hoc Business Advisory Committee Member, 2018-present
3. Women Build Metro LA, Advisory Committee Member, 2016-present

AWARDS/RECOGNITION:
1. Spirit Award, National Association of Minority Contractors, 2016
2. Community Impact Award, WBEC-West, 2017
3. Visionary Award, National Association of Minority Contractors, 2017
4. Sheroe, City of Los Angeles Councilmember Curren Price, District 9, 2018
5. Women of Excellence Inspiration Award, Diversity Professionals, 2018
6. Women Leader in the New 9th, City of Los Angeles Councilmember Curren Price, District 9, 2019
7. Los Angeles Business Journal, Outstanding Women in Construction & Design, 2019
8. Greater Los Angeles African American Chamber of Commerce, Small Business Advocate Award, 2019
9. Council for Latino Workplace Equality, National Leader award, 2019
10. Construction Champion, Construction Dive, March 2023

Veronica Corona

PROFILE

Focused individual with extensive professional and entrepreneurial experience; looking to further enhance expertise. Passionate about delivering expert guidance to propel leadership growth and achieve goals, all while making a lasting impact on diversity and community enrichment for the next generation of leaders. Success is based heavily on the ability to partner with business leaders while building relationships.

SKILLS

Bilingual (Spanish)	Multicultural	Managerial Skills	Project Management	Risk Management
Human Resources	Fund Raising	Accounting	Entrepreneurship	Leadership

EXPERIENCE:

CM Cleaning Solutions, Inc. 2009- 2023

Founder & President

- Handled day to day operations.
- Business Development
- Customer Service
- Managed all Public Relations, Marketing and Sales
- Operations and Training
- Accounts Payable, Receivable and payroll
- Human Resources

Environmental Service Concepts, LLC- Los Angeles, CA 2008-2009

General Manager

- Handled day to day operational support to the Managers, Building Supervisors and Employees for West Coast Operations
- Quality Assurance inspections and reports
- Safety training, monitoring, and reporting compliance of management operating systems and reports.
- Managed all Public Relations, Marketing and Sales
- Accomplished $350,000 in annual billing for 2009.

Merchants Building Maintenance LLC- Monterey Park, CA- 2000-2008

Director of Business Development 2007-2008

- Managed all Public Relations, Marketing and Sales
- Developed and Implemented new Sales Procedures and Proposal Package
- Assisted in creating a new website.
- Accomplished 1 million in annual sales in 2007.
- Accomplished 1.5 million in annual sales in 2008, making the Los Angeles Branch the first in the entire company to accomplish 1 million in monthly billing.
- Awarded Director of Business Development of the year 2007 and 2008.

Branch Manager 2002-2008 Promoted

- Handled for day-to-day operational support to Night Managers, Building Supervisors and 300 employees for the Los Angeles Branch.
- Safety Training, monitoring, and reporting compliance of management operating systems for all locations
- Monitor all claims-worker's compensation, general liability and human resources matters.
- Labor and Supply Budgets, Payroll, Billing, General Ledger and Profit and Loss Statements
- Business Development/Sales- Accomplished growth from $300,000 in monthly billing to $750,000 in monthly billing making Los Angeles the largest branch for the entire company.
- Awarded Branch of the year for 2004 and 2005 for growth, customer retention, and compliance of all company policy and procedures.
- Awarded Branch Manager of the year 2005.

Customer Service Manager- 2001-2002- Promoted.

- Quality Assurance/ Cleaning Inspections
- Primary contact for 120 customers for the Los Angeles Branch
- Customer Retention and renewal of contracts
- Developed a New Quality Assurance program that was implemented for the entire company.
- Awarded Customer Service Manager of the year 2001.

Benefits Coordinator-2000-2001 – Promoted.

- Processed all workers compensation claims and assisted in the investigation process.
- Processed General Liability Claims
- Processed Health Insurance Benefits
- Developed and translated into Spanish a New Hire Policy Booklet Assisted in Developing a Safety Program for all affiliated companies.

Veronica Corona

EDUCATION

Toastmasters International ~ Current Member and Distinguished Toastmaster – Accredited Public Speaker Spanish and English ~ 2013 to present.

USC- Marshall School of Business ~ Executive Leadership and Entrepreneur Program- 2015

People Biz ~ Count me In Business Accelerator Program~2014

UCLA Anderson School of Management ~ *Management Development for Entrepreneur Program~2013*

National Latina Business- Women Association - *Business Management Academy- 2010*

Certificate of Completion for the following courses:

Professional Development, Leadership Development, Sales Seminars, Team Building, Customer Service and Leadership, Floor and Carpet Care, Safety Training, usage of Cleaning Products and Cal-Osha compliance.

ORGANIZATIONAL AFFILIATIONS

California Hispanic Chamber of Commerce- *Chairwoman- Board of Directors*

National Latina Businesswomen Association (NLBWA) *~Advisory Board Member ~ Past President 2012-2014*

City Los Angeles Work Force Development ~ Board Member

New Economics for Women (NEW)- Advisory *Board Member and Instructor*
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David L. Crippens

Profile

For more than 55 years community-based organizations, educational institutions, government agencies, and faith-based groups have relied on David's leadership. He helps bring people together to develop effective strategies to create positive systemic changes in their communities. His work supports intergenerational understanding, successful aging, lifelong learning, effective workforce development programs, affordable housing, and more.

Professional Experience

2001- Present

- Field Instructor, University of Southern California School of Social Work, September 2012 to 2019
- Interim Executive Director, Los Angeles Regional Crime Stoppers, October 2012 to February 2013
- Mentoring Consultant, Mayor's Office, City of Los Angeles, 2006 to 2007
- Interim Chief Operating Officer, TreePeople, August to October 2004
- Consultant, California State University, Dominguez Hills Advancement Department, 2004
- Interim Executive Director, California African American Museum, June 2002 to May 2003
- Interim Executive Director, Los Angeles Youth At Work, June 2001 to February 2002

KCET-TV, Los Angeles (PBS West Coast Flagship Station) **1973-2001**
Senior Vice President of Foundations and Education

- Developed, produced and acquired broadcast programs and educational outreach projects to support lifelong learning and enrichment
- Developed and delivered innovative educational telecommunications programs for educators, parents, and students of all ages
- Established effective broadcast and non-broadcast programs and interactive services
- Provided multimedia, website development, and videoconferencing workshops

- Supervised development and maintenance of KCET website and interactive program web pages
- Served as Station Manager, Producer, and Executive Producer

Major Accomplishments:

- Raised over $70 million for broadcast programs and educational services
- Helped pioneer the use of educational outreach in prime-time public television
- Produced award-winning public television series and related educational outreach programs
- Served as on-air talent for local and national public television broadcasts
- Received Public Broadcasting Service (PBS) award for best website for two consecutive years
- Accomplished public speaker and motivator, representing KCET in the community

Current Board Service

- Member, Executive Committee, City of Los Angeles Workforce Development Board
- Chair, City of Los Angeles Workforce Development Board Youth Council
- Founding Chair and current Board Member, UNITE-LA
- Member, Stovall Foundation
- Member, Social justice Learning Institute
- Volunteer, AARP

Previous Board Service

- Chair, Los Angeles Trade-Technical Community College Foundation Board
- Chair, Los Angeles Universal Preschool Board
- Chair, Los Angeles Unified School District Bond Oversight Committee
- Chair, Trustee Board, Second Baptist Church of Los Angeles
- Member, Antioch University Board of Trustees
- Member, State of California School to Career Advisory Committee
- Member, *Education Week* Board

Peace Corps

Volunteer in Nigeria—1964-66
Trainer—1966-1969

Education

Master of Social Work, San Diego State University
Bachelor of Arts, Antioch College, Yellow Springs, Ohio

Awards (selected)

- Los Angeles Chamber of Commerce Chairs Award
- John Mack Award, African-American Board Leadership Institute
- Martin Award, INROADS Inc., Los Angeles
- Rufus Putnam Visiting Professorship, Ohio University School of Telecommunications
- John Swett Award, California Teachers Association, for Outstanding Coverage of Educational Issues and Concerns
- National Citation Award, National Society of Phi Delta Kappa, Inc.
- Corporation for Public Broadcasting Fellow

Garrett Gin

PROFESSIONAL PROFILE

Marketing Communications professional with over 20 years of industry experience in marketing, government affairs, public relations, media relations, and program management – with a special emphasis on financial services and urban/emerging markets.

- Excellent track record of outstanding performance, promotions and ability to manage assignments and project deadlines in the areas of marketing communications, public relations, and corporate affairs.
- Leading a team of professionals that execute Bank of America's branding, communications, employee engagement, and business integration efforts in Greater Los Angeles, one of the bank's largest and most significant markets.
- Part of the leadership team that designed and implemented Merrill Lynch's marketing communications and community development programs targeting diverse markets in California
- Extensive experience in media relations, public speaking, and sales/marketing presentations
- Demonstrated success in working with business organizations, community advocates, regulators, elected officials, and policy makers

Bank of America **Los Angeles, CA** **2008 – Present**

Senior Vice President, Local Market Executive – Chief Administrative Office

Responsible for the development and execution of Bank of America's local market strategy for Greater Los Angeles, including corporate social responsibility, local branding and marketing, and integration of the bank's divisions and executive leadership.

- Partner with Bank of America's Market President to manage one of Bank of America's major markets, with 6,000 employees and five key geographic regions.
- Oversee a team of professionals that execute local marketing and corporate affairs strategies that help drive brand visibility, employee engagement, and revenue growth in Greater Los Angeles
- Manage community engagement, local philanthropy (over $10 million per year) and key sponsorships, including the Los Angeles Dodgers, University of Southern California, and the Getty Museum.
- Serve as a key market spokesperson with local influencers, elected officials, media, and non-profit organizations.

Merrill Lynch & Co. **Newport Beach, CA** **1996-2008**

Director, Community Development

Responsible for the oversight of Merrill Lynch's community development programs in California – particularly the California Partnership for Economic Achievement, a program designed to create economic opportunities in the state's Asian Pacific, Latino, and African American communities. Accomplishments and responsibilities include:

- Responsible for the design and negotiation of the three phases of the California Partnership program; Responsible for implementation of Partnership's small businesses, homeownership, education, and diversity initiatives – totaling $830 million in investments and commitments since 1996
- Responsible for local, community, government affairs, and media issues related to the ethnic communities in California
- Managed the activities of Merrill Lynch's California Community Development Group and ethnic marketing/public relations consultants

IW Group **Los Angeles, CA** **1992-1996**

Vice President

Served as Account Manager responsible for ethnic public affairs and public relations programs on behalf of clients in the private, public, and non-profit sectors

- Primary client contact and supervisor for numerous client relationships, including: AT&T, Anheuser-Busch, Merrill Lynch, Northwest Airlines, and the California Department of Consumer Affairs.
- Expertise included media relations, direct marketing, international public relations, and crisis management.
- Part of management team responsible for client acquisition and retention

EDUCATION

University of California, Berkeley **Berkeley, CA** **1982-1986**
Bachelor of Arts
Political Science

PROFESSIONAL AFFILIATIONS
Central City Association of Los Angeles, Executive Council/Board of Directors
City of Los Angeles Workforce Development Board, Executive Committee
Los Angeles Business Council, Board of Directors
Los Angeles Family Housing, Board of Directors
National Asian Chamber of Commerce and Entrepreneurship, Founding Board Member
Advancing Justice Southern California – Executive Advisory Council

Rodney B. Hanners

Inspirational leader who builds high trust environments and creates a culture of support and interconnectedness | Passionate about empowering medical teams to drive performance excellence and providing the information and resources they need to enact change | Brings focused execution to complex strategic initiatives and positioning for change management | Firm believer that a positive attitude improves the quality of thinking and problem solving | Adept at structuring cost improvement and revenue growth strategies | Relentless about improving the patient care experience, especially through education of front line managers | Wired to be a listener and focus on details that matter | Believes in hiring the smartest people and creating an environment where they can thrive

Career Highlights

- Established new governance structure for Keck Medicine of USC, including health system board and sub committees
- Led the acquisition of Arcadia Methodist hospital and the ongoing integration into Keck Medicine of USC
- Established the office of Diversity, Equity and Inclusion and recruited Keck Medicine of USC's first Chief Diversity and Inclusion Officer. Established 8 Employee Resource Groups and processes to capture health equity demographics of our patients.
- Led Keck Medical Center of USC to its first top 20 ranking by *U.S. News & World Report* in 2019, followed by its second year on the list in 2020; achieved Magnet® recognition in 2018
- Achieved significant improvements to both acute and ambulatory care performance, including overall improvement in quality, patient experience, access and financial performance as COO of Keck Medicine of USC and CEO of Keck Medical Center (Keck Hospital and Norris Cancer Hospital), which has the highest case mix index in the country
- Named Healthcare CEO of the Year by the *Los Angeles Business Journal* and winner of the 2020 Leadership in Healthcare Award by the National Medical Fellowships
- Helped lead Children's Hospital Los Angeles (CHLA) to a fifth in the nation ranking by *U.S. News & World Report* while serving as senior vice president and COO
- Oversaw construction and directed the complex move to CHLA's new 317-bed pavilion
- Developed a national environmental, health and safety program to service all Kaiser Permanente regions
- Selected as the Submarine Group 5 junior officer of the year as a naval officer in the United States Submarine Force

Experience

Keck Medicine of USC | Chief Executive Officer | July 2020-present
Keck Medicine of USC | Chief Operating Officer | 2015-2020
Keck Medical Center of USC | CEO | 2015-2020

Key Achievements at Keck Medicine of USC CEO

Keck Medicine of USC is a $3.2 billion academic health system that in a decade grew from a small, for-profit hospital in the ethnically diverse area of East Los Angeles to an elite academic health system that has achieved top grades from *U.S. News & World Report*. These achievements have been accomplished through cultural transformation that focuses on organizational values, recruiting the best clinical and administrative talent from a national pool and a commitment to the highest standard of patient care.

Clinical Excellence

- Successfully led Keck Medicine of USC through the pandemic
- Executed early stage development partnership with Artificial Intelligence (AI) company to deploy AI in the clinical setting and achieve more efficient and accurate clinical decision-making
- Established new ACGME sponsoring organization at Keck Medicine of USC and launched a new Family Practice residency
- Established the Keck Medicine of USC Quality Institute to spread best practices and drive quality performance across the system
- Established culture of safety program with BETA, called BETA Heart. Achieved top performance across 5 domains (e.g., Early Resolution; Just Culture: etc.) which resulted in $1M reduction in med-mal premiums
- Established the Care for the Caregiver Office with dedicated behavioral health professionals serving the needs of our staff and physicians with numerous programs designed to help our caregivers through difficult scenarios
- Executed numerous initiatives across USC Care and Ambulatory Services, including access turnaround involving new templates and consumer solution technologies, a newly developed physician referral management system, and complex care management program, to name a few
- Established new Gender Affirming Care program

Growth and Financial Performance

- Keck Medicine of USC is halfway through its fiscal year (FY24) and are beating budget by $10M
- Established new Joint Venture with Henry Mayo Newhall Hospital centered around cancer care and one with Advanced Radiotherapy Technologies in Orange County
- Continued ambulatory expansion efforts into key geographies in Southern California and beyond
- Launched a $300M inpatient capacity renovation at Keck Medical Center which will feature a new cardiac floor, a stabilization and transfer unit and additional cancer capacity
- Designed and started construction of new $250M, 100K SQFT multi-specialty medical office building in Pasadena
- Designed and implemented multi-disciplinary Service Line structure for Cardio-Vascular, Digestive Health and Neurosciences
- Established new Faculty funds flow model and currently rolling it out in the Department of Medicine
- Rolled out new Revenue Cycle system, recently went live at USC Verdugo Hills Hospital
- Invested in state-of-the-art Healthcare Data Innovation Program serving both the research and clinical needs of USC, Keck School of Medicine, and Keck Medicine of USC
- Established Value Based Service Organization to better manage the USC's self-insured Health Plan, improving access, quality and financial performance
- Worked with the USC SVP for Government Relations in establishing a more robust government relations infrastructure for local, state and federal health policy issues
- Working with the USC SVP for Advancement in redesigning the Health System approach to fund raising
- Led the development of a peer review infrastructure for USC healthcare operations occurring outside the health system (e.g., Dentistry, Pharmacy, etc.) and integrated Student Health and Athletic Medicine into the health system

- Designed new physician alignment vehicles, compensation plans and governance to include Keck Community Medical Group (KCMG) Affiliates; KCMG Network Providers; and KCMG Employed Providers to compliment our Faculty employment model.

Key Achievements at Keck Medicine of USC COO and Keck Medical Center CEO

As an academic health system start-up, we focused on building a strong team of clinical and administrative leaders who would have brought prestige and unique expertise to our clinical programs. From doing next to no national quality benchmarking in the past, we have dramatically improved our quality of care; currently our PSI-90 score ranks us #3 out of 175 academic medical centers in the Vizient/UHC rankings. Parallel to these activities are initiatives to increase our geographic footprint within the highly competitive Los Angeles market where Kaiser, UCLA, City of Hope and Cedars-Sinai are rapidly expanding, as well as ensuring financial performance is steady and capable of supporting further growth.

Clinical Excellence

- Aided recruitment of a number of internationally renowned physicians and department chairs, and a leadership team with strong AMC credentials
- Achieved *U.S. News & World Report Best Hospitals Honor Roll* designation for 2019/2020 and 2020/2021; received Magnet® designation for Keck Hospital in 2018
- Created a professionalism program in partnership with Vanderbilt to improve collaboration, teamwork and communication among physicians, nurses and staff and create a culture of excellence, civility and respect
- Optimized Keck Care, the Cerner electronic health record, patient registration, and scheduling systems across all inpatient and ambulatory sites
- Developed the Keck operating system to align organizational goals across the health system
- Developed the Healthcare Leadership Academy with Children's Hospital Los Angeles to provide career development opportunities for future physician and staff leaders
- Established a Lean Academy to train faculty and staff in lean methodologies
- Created Care Delivery Redesign improvement effort to optimize care delivery, improving quality and reducing length of stay and cost per day
- Improved performance significantly in HCAHPS Survey; Keck Hospital moved from the 59th to the 93rd percentile in the overall hospital rating

Growth and Financial Performance

- Achieved FY20 operating margin of 5.4%
- Increased patient revenue from $1.506B to $2.241B or 49% during my tenure
- Developed new board governance structure for the health system
- Supported strategic partnerships with four hospitals and a joint cancer venture with them in Orange County; Keck Hospital is now the largest transfer center in the region
- Further integrated Verdugo Hills Hospital, a 158-bed community facility in Glendale, into the Keck system and successfully achieved financial turnaround
- Developed 10 satellite locations and expanded ambulatory surgery footprint, with additional satellite locations planned
- Developed a telemedicine strategy for the system and innovative programs to co-manage complex patients with community physicians

- Designed and opened in January 2018, a new 100,000-square-foot ambulatory care building that expands outpatient surgery, infusion and outpatient clinic space on the Health Sciences campus

Children's Hospital Los Angeles | Senior Vice President and Chief Operating Officer | 2006-2015

Children's Hospital Los Angeles (CHLA) is a world class non-profit, academic, pediatric medical center affiliated with the USC Keck School of Medicine. It is one of the nation's leading children's hospitals and is acknowledged worldwide for its leadership in pediatrics and adolescent health. CHLA is ranked fifth in the nation among children's hospitals by *U.S. News* & *World Report.* It is one of only 10 children's hospitals in the nation, and the only one on the West Coast named to the magazine's Best Children's Hospitals Honor Roll. I served as the senior officer for CHLA operations, including inpatient and ambulatory care operations. I was also the primary executive working with the medical group department and division head on faculty recruitment packages.

Clinical Excellence

- Senior executive leading the advancement of CHLA's quality and safety infrastructure, including formalizing key faculty positions: Chief Medical Quality Officer and Patient Safety Officer
- Worked with the team to guide the advancement of the quality and safety agenda with the Board Quality Committee, and initiated the development of Executive Patient Safety Rounds
- Created the vision and provided executive leadership for the development and implementation of the centralized inpatient access center, centralized community referral service, community referral tracking system, concierge service and multiple ambulatory access initiatives
- Established governance structure and processes for evaluation and decision making of information service investments
- Stabilized performance issues with the electronic medical record and sustained its implementation into Perioperative Services, Pediatric and Neonatal ICUs, Emergency Department and Ambulatory Clinics

Growth and Financial Performance

- Led the construction, transition and move planning for the 317-bed Marion and John E. Anderson Pavilion; overcame funding challenges with innovative strategies to keep the project moving forward while minimizing cost and matching construction schedule with available funding; the project was completed with zero claims and minimal owner driven change orders
- Served as senior executive leading the opening of satellite ambulatory clinics in strategic markets, including developing leadership, operational and financial infrastructure, collaboration with the medical group on physician staffing and overseeing funds flow
- Formed a joint venture with Providence Tarzana Medical Center
- Led the development of more fiscal discipline, accountability and executive oversight of the capital program for information services, patient care equipment and remodel & construction projects, including structures and processes for evaluation of strategic investments
- Directed fundamental changes in operating performance management, including developing turnaround strategies and initiatives, revamping the annual budgeting and financial monitoring processes and structures, instituting more disciplined performance accountability metrics and dashboards, and instituting more fiscal discipline and accountability in CHLA's approach to new investments

- Led the insourcing of infrastructure services improving service while minimizing cost, and shifted outsourced application support to more cost-effective vendors

Cultural Transformation

- Worked closely with the CEO and executive leadership team in driving CHLA's cultural transformation initiative, which included revisions to the organization's mission statement and core values
- Assisted with the development and continuous evolution of CHLA's joint (CHLA medical group and hospital) governance structure to foster an environment of partnership and joint decision making, creating critical alignment with medical group/faculty leadership
- Promoted a culture of trust and teamwork that served as the foundation for improved acute and ambulatory care performance
- Provided executive leadership in the formation of numerous staff development programs, including the New Manager Orientation program

Kaiser Permanente Hospital and Health Plan | 1995-2006

Director of Hospital Operations (Chief Operating Officer) | Los Angeles Medical Center | 2004-2006

- Led the hospital operations and support services for Kaiser Permanente's Los Angeles Medical Center (LAMC), Kaiser Permanente's largest facility in Southern California, which is a 464-bed general medical, surgical and teaching facility and home to primary, specialty and tertiary care programs that served members from the entire Southern California Region; included 40 designated centers of excellence and 44 areas of specialty providing advanced care
- Held operational responsibility for a stand-alone 68-bed inpatient mental health center, the only licensed Kaiser Permanente mental health facility that served Southern California
- Worked closely with the medical group in the planning, coordination and execution of operational strategies to improve quality, service and financial performance at LAMC and its mental health center
- Oversaw nursing services, surgical services, support services, facilities and construction services, medical records, professional staff services, quality, accreditation and licensing and compliance, as well as the LAMC replacement hospital project

Chief of Staff, Office of the COO/President, Southern California Region | 2000-2004

- Assisted the regional COO/president in all aspects Kaiser Permanente hospital/health plan strategy and operations
- Supported recruiting, hiring and directing of the C-suite; executive compensation; compliance strategies; annual budgeting; the region's service strategy; and setting and monitoring quality and utilization performance goals
- Worked with each Southern California Medical Center CEO and their executive teams in performance management and strategy execution, administering the region's annual incentive program, building and nurturing collaborative structures with the Southern California Permanente Medical Group, and interfacing with national program offices on enterprise-wide strategies and

regional performance

Director, Western Environmental, Health and Safety Hub, California Division | 1997-2000

- Led the development of a new shared service department, the Western Environmental, Health and Safety (EH&S) Hub, with two offices in Southern and Northern California
- Developed and led EH&S shared services to 27 medical centers in California and the Hawaii Region; services included industrial hygiene monitoring, OSHA and hazardous waste program development and training, regulatory consultation and emergency operations center development

Assurance Program Manager, National Environmental, Health and Safety | 1995-1997

- Within the Kaiser Permanente's program offices, played a role in developing a new national program for improving performance and compliance to environmental, health and safety laws and regulations, including Hazardous Waste, Clean Water Act, OSHA, etc.
- Distilled regulations into audit protocols that focused on Kaiser Permanente's top risk areas
- Conducted audits and reports to senior leaders at facilities in Kaiser Permanente regions across the country
- Led a national program for replacing all of Kaiser Permanente's underground emergency diesel generator storage tanks to be compliant with new standards

United State Naval Officer, Submarine Force | 1989-1995

Instructor, Submarine Training Facility, Submarine Group 5 | 1994-1995

- Served as naval instructor for submarine battle stations crews to prepare them for upcoming missions
- Provided instruction in classroom and attack center simulation center including identification and classification of enemy warships, weapon systems, sonar, fire control systems, navigation and approach/attack/evasion tactics

Officer, USS Salt Lake City (SSN716), Submarine Group 5 | 1991-1994

- Served as officer on a nuclear, Los Angeles class, fast attack submarine
- Held various leadership positions including: Damage Controls Assistant - responsible for all maintenance and operations of non-nuclear systems on the submarine as well as emergency operations; Quality Assurance Officer - oversight of quality controls for all nuclear and non-nuclear maintenance; Ships Diving Officer - responsible for all evolutions in preparing the submarine for submerged operations; Radiation Health Officer - responsible for dosimetry and radiation monitoring of submarine personnel; Radiological and Chemistry Controls Division Officer - responsible for maintaining nuclear and non-nuclear system chemistries and overseeing all operations involving nuclear safety. Qualifications: Engineering Officer; Submarines; Officer of the Deck and Con; Engineering Officer of the Watch; Ships Duty Officer; and Engineering Duty Officer. Achieved the confidence of the Commanding Officer to serve as the Officer of the Deck during battle
- Selected Submarine Group 5, Junior Officer of the Year out of 130 junior officers by the Commander, Submarine Group 5 from direct observations of attack center leadership as Officer of the Deck during exercises

- Received Naval Achievement Medals (2): Division turnaround from a Below Average (bottom score) to Excellent (top score) as measured by external Department of Defense Operational Reactor Safeguards Exam (ORSE); and for leadership in taking the submarine through a 12-month maintenance period and transitioning into sea trials

Education and Credentials

California State University Long Beach - Long Beach, California, 1988, Bachelor of Science, Electrical Engineering (with great distinction)

Naval Nuclear Power School - Orlando, Florida, 1990, Masters-equivalent, Nuclear Engineering (not accredited due to classified information)

US Submarine Force Naval Training - Pasadena, California, 1989-1991

Submarine Warfare School - Groton, Connecticut, 1991
16-week course involving all aspects of submarine operations; graduated #2 in class

Nuclear Power Training Unit - Idaho Falls, Idaho, 1990-1991
6-month instruction to qualify as Engineering Officer of the Watch on a land based mock-up of an operating naval nuclear power plant; graduated #2 in class

Nuclear Power School - Orlando, Florida, 1989-1990
6-month instruction on the science and physics behind the operation of a naval nuclear power plant; graduated #2 in class

Officer Candidate School - Newport, Rhode Island, 1989
16-week instruction to gain commission as a Naval Officer; chosen to be on the Regimental Staff as the Regimental Adjutant; graduated #2 in class

Certified Naval Nuclear Engineer - Naval Reactors Branch of the Department of Energy, 1993

Certified Safety Professional (CSP) - American Society of Safety Engineers, 1996

Certified Asbestos Supervisor - University of California, Berkeley, 1996

Certified Healthcare Environmental Manager (HEM) - Center for Healthcare Environmental Management, 1997

Advanced Leadership Program, Keenan-Flagler Business School - Chapel Hill, North Carolina, 2002

Jaleesa Hazzard

Relevant qualifications:

- Consultant with expertise in strategic planning, organizational development, program development and fund development. Serving a wide range of organizations including membership associations, non-profits and start-up businesses
- Non-profit management executive with 20 years experience in workforce development, non-profit management and program development
- Proven strengths in managing operations, setting and obtaining organizational goals and motivating staff and program participants into a successful unit
- Skilled in developing results oriented programs that address organization and individual needs
- Successful in establishing partnerships with corporate, non-profit and educational institutions to address community and business needs
- Experienced in evaluating programs and organizations to recommend and institute changes required to achieve desired outcomes
- Extensive experience in directing diversity employment programs

Experience

Hazzard Consulting Group **2008-present**
Founder and CEO

Founder of a consultant practice that provides assistance to non-profit organizations, foundations and associations who want to improve their impact in the world and operational excellence. HCG offers a portfolio of services that help philanthropic organizations reach their full potential. The consultancy focuses on helping organizations create a strategic framework to articulate their mission and vision and includes helping them to identify measurable goals and objectives to demonstrate success. HCG works with organizations to effectively design high impact programs and can assist in implementation when required. HCG also assists in developing marketing and communications strategies, sustainable partnerships and can provide operational support if needed including creating job descriptions and providing recruitment and training of personnel.

Associations include National Basketball Retired Players Association and Sociologists for Women in Society. Non-profits include National Foster Youth Institute (as interim Executive Director, 2018), Compton Jr. Posse, Films by Youth Inside and Reed for Hope Foundation.

HCG offers unique expertise to sports and entertainment professionals who want to create the greatest change in their communities with their own foundations or non-profits.

Workplace Hollywood **2002-2007**
Executive Director

Leader of non-profit organization focused on increasing the diversity of the workforce behind the scenes of the entertainment industry. Acknowledged expert on developing sector based workforce initiatives that include both job training and job placement as outcomes.

- Provided leadership and management of the day to day operations of the organization including administering budgets ranging from $600,000 to $1,000,000
- Managed grants and private contributions in excess of $1M to launch, design and implement a workforce development program in the entertainment industry.
- Directed staff of 6 professionals to achieve the mission of the organization, established goals, developed framework for career services program and evaluation of program success.
- Successfully developed and managed relationships with non-profit partners, government, social service agencies, funders and constituents
- Developed and maintained relationships with entertainment companies ranging from major studios to small creative and production companies as well as entertainment labor unions
- Worked with top executives in the entertainment industry, specifically human resources and diversity leaders to identify key traits, skills and qualities desired in potential employees
- Worked closely with training programs to identify industry standards and advised on program development to address industry needs, created linkages between programs to assure continuity of services for constituents leading ultimately to securing employment
- Identified barriers to employment in the industry for minority and economically disadvantaged candidates and devised strategies and training to overcome these barriers
- Developed soft skills and life skills training programs to address the needs of both the industry and target populations
- Created and implemented a successful community outreach program that brought information to 5000 people annually from the target population
- Instituted high school and college internship programs creating partnerships with community and state colleges as well as local high schools and youth serving programs
- Sought after public speaker on developing sector based workforce initiatives, soft skills and life skills training and personal development
- Presented successful employment events for entertainment companies to interact with diverse candidates resulting in hires for program consituents
- Managed multi million dollar state grant that included strategic grant making to achieve organizational goals
- Developed corporate sponsorships, foundation relationships and individual donor campaigns resulting in revenues of $500,000

Y.E.S. TO JOBS **1989-2002**
EXECUTIVE DIRECTOR

Key individual responsible for developing and administering Y.E.S. TO JOBS, a non-profit organization whose purpose is to introduce minority high school students to career opportunities in the entertainment industry by providing them with full time summer jobs. The national program impacted 2500 students across the country resulting in students not only successfully completing high school but also attending college and becoming successful working adults in entertainment and a variety of professions. Lead organizer in establishing Y.E.S. TO JOBS as a non-profit organization, identified mission, recruited initial Board members, developed budget and executed necessary paperwork. Highly regarded consultant for the entertainment industry regarding diversity, youth employment and career development for minorities in the entertainment industry

- Interface with top executives in all areas of the entertainment industry to secure paid job opportunities for selected high school students
- Created grass roots campaign to recruit candidates from across the country for job opportunities in their cities. Coordinated with high schools and community based organizations nationally to identify potential candidates for summer jobs program. Interview, select train and evaluate program participants
- Formulate goals for program
- Initiate, direct and develop policies for industry wide program, creating a national model for high school employment programs.
- Chief fundraiser of six-figure budget. Administered and handled this budget over a 10 year period. Grant writer to major foundations and corporations to fund program
- Point person to communicate goals and accomplishments of Y.E.S. TO JOBS to the public and potential donors, developed marketing and publicity campaigns to achieve recognition level of program and achieve fund raising goals
- Expanded student outreach to include more involvement of both Asian and Hispanic students
- Led Y.E.S. TO JOBS to national prominence, receiving the NAACP Image Award in 1991 and Entertainment Magazines Heroes and Legends Award and The Black Radio Exclusive Martin Luther King Award
- Provided intern and employee referral services to the entertainment companies for YES TO JOBS alumni
- Consult and advise city and state agencies and entertainment companies on matters regarding youth employment and diversity issues.

Education
University of California, Bachelor of Arts

Lindsey Heisser

Experienced leader and strategic thinker with an entrepreneurial spirit and curiosity that seeks the latest global trends to drive local impact. Eager to be actively involved with strategic planning and program design, stakeholder relations and talent development and storytelling to spark team and community members interest in philanthropy, DEIB and social impact. Strong self-motivation, attention to detail and ability to thrive in high pressure situations. Recognized for integrity, a strong work ethic, and effectively shifting workplaces to be more inclusive.

WORK EXPERIENCE

Manager, Global Philanthropy Programming, Snap Inc. – March 2020 **–** Present
Develop STEAM-focused community engagement opportunities for global Snap team members to share their knowledge and expertise to connect and expose underrepresented students to education and career pathways in tech.

- Develop annual philanthropic strategy to engage 5,000+ Snap team members in 50 cities across 34 countries, execute over 500+ volunteer engagements providing scholar access to fireside chats, immersive creative and technical workshops, 1:1 mentorship and professional development seminars and measure year-over-year impact and growth
- Lead Snap's workforce development and early career programming for diverse, high school and community college students to pipeline into tech internships and entry-level jobs:
    - Snap's signature program, the Snap Academies, nine-week, paid, educational training programs for (60) community college students interested in design, engineering, marketing and augmented reality (Los Angeles) – 250+ alumni with over 40 employed at Snap
    - Snap Lens Lab, three-week, foundational design, coding and augmented reality (AR) courses for 15-20 high school learners (Los Angeles, New York, London, Paris and Mumbai)
    - Serve as a CTE partner/advisor to LA Regional Consortia, LAUSD, LBUSD, Da Vinci Schools and community orgs
- Work closely with our CEO, Sr. Leaders, People team and Employee Resource Groups to strategize and project manage initiatives to strengthen DEIB across all aspects of the business: People, Product, Content and Community

Program Director, LA Area Chamber of Commerce, Bixel Exchange: L.A. Tech Talent Pipeline – December 2016 – March 2020
Pioneered efforts to create diverse and inclusive tech companies by leading non-traditional talent community program initiatives that expose, source and vet technical and creative leaders across all industries.

- Launched (2017) the rebrand of the L.A. Tech Talent Pipeline in partnership with L.A. Mayor Eric Garcetti igniting the L.A. Tech Challenge to place 100+ underrepresented students in paid tech internships; 450+ diverse intern placements with a 40% part or full-time employment conversion rate to-date (2020)
- Worked closely with 60+ employer executives on innovative talent development strategies resulting in pilot programs, Snap Design Academy, a 6-week visual communications and design thinking training program for 20 community college students and NikexDesign, a 6-month design apprenticeship based in Beaverton, OR for 13 L.A. based community college students
- Co-designed and executed employer-led engagement opportunities: company tours, focus groups, design challenges, hackathons, mentorship, resume reviews and mock interviews to expose and prepare students for tech careers
- Secured over $5MM in fundraising grants from education, government and foundation entities; expanding funding portfolio to corporate sponsorship resulting in the management of multi-million dollar overall program budget
- Liaised with tech employers, nonprofits, student talent, educational institutions (19 community colleges, 5 CSUs, community-based organizations, and government bodies) to address workforce shortages, skills gaps, employer brand, talent acquisition, diversity and inclusion, professional development and retention

Community Partners: Apprenti, Black Girls Code, Codetalk, DIY Girls, Hidden Genius Project, Hispanic Scholarship Fund, iFoster, Inner City Arts, NBSE, STEM Advantage, UCLA SOLES, UNITE-LA, UrbanTXT

Co-Founder/Managing Director, Tribemint – March 2014 – December 2017
Co-founded integrated marketing agency, leveraging IP from Bettyvision to consult diverse, underrepresented founders on their brand identity and go-to-market strategies with a focus on brand vision, culture and consumer engagement.

- Oversaw client development, strategic partnerships, RFP process and budgeting, team resources and brand activations
- Developed 360 marketing programs addressing company identity, target market, go-to-market strategy, competitive research, and brand plan for streamlined implementation
- Devised solutions for clients' key challenges, such as change management or rebranding, collaborating with CEOs and creating buy-in and ownership with their teams and stakeholders

Partner/Product Manager, Bettyvision – January 2013 – December 2014
Successfully launched a proprietary vision board platform to empower female, BIPOC, millennial founders to build successful startups.

- Led development and iterations of all company business plans, financial revenue models, investor pitch and sales decks which resulted in over $250K+ in angel investment
- Worked closely with engineering team on UX/UI, product roadmaps, development sprints, community feedback and Q&A
- Managed marketing, communications and social media strategies to grow user base, deepen community engagement and drive retention on the platform

Director of Marketing, The Regan Group – December 2011 – January 2013
Led marketing and operational initiatives that drove sales, leveraged company culture and expanded new business opportunities.

- Tripled the agency billing with a 39-43% profit margin during tenure by building and sustaining great client relationships across all industries; closed 35%+ of sales pipeline which drove company revenue
- Called upon by CEO to review and oversee all agency operations – reviewing concepts and budgets prior to being submitted to a client; ensuring account teams were completing client scope of works on time and within budget; handling client relations and campaign execution

EDUCATION

California State University, Long Beach I Bachelor of Science in Business Administration, Marketing I Dean's List

PRESIDENT / CEO

Results-driven professional with experience in both the political and business arenas. Sharp, politically savvy, and skilled at uniting people and the business community toward a shared vision. Well-known and highly regarded in the community, gracefully connects with high-power political leaders, small business owners, struggling workers, and everyone in between. Consistently open, honest, and transparent communicator. Creative and able to offer and implement new ideas that benefit both the customer and the business. Recognizes the intrinsic value that everyone brings to the table, across differing cultures, generations, and values.

DEMONSTRATED ACHIEVEMENTS

- ✓ Transformed the Chamber from the Van Nuys Chamber into a regional business organization now recognized as the primary voice of business in the San Fernando Valley, building a solid regional presence, successfully forming coalitions, and providing leadership in representing business interests to federal, state, and local governments.
- ✓ Built a proven track record with state agencies to be sought out for workforce development grants and contracts earning the Chamber multiple funding sources to help businesses offset costs and provide training.
- ✓ Secured over 2M in funding to assist employers in upgrading the skills of their workers and help businesses remain viable and able to successfully compete in the global economy while providing workers with reasonable wages, secure employment, and opportunities for advancement.
- ✓ Successfully championed the independent craft brewing industry, lowering fees for small brewers and helping all those in the industry throughout the City of Los Angeles keep their costs low as they grow their businesses.
- ✓ Launched the Save Small Business Coalition (SSBC) to find relief funding for businesses closed due to COVID-19 mandates. Several SSBC recommendations were included in the Stage 4 stimulus package.

S AREAS OF EXPERTISE

- Visionary Leadership
- Building Strategic Alliances
- Partnership Development
- Problem Solving
- Strategic Planning
- Team Building
- Public & Media Relations
- Seasoned Public Speaker
- Effective Communicator
- Fundraising
- Legislative Advocacy
- Board Development

EXECUTIVE EXPERIENCE

Greater San Fernando Valley Chamber of Commerce | Van Nuys, CA **1987–Present**

President/CEO (1993-Present)

Provides high profile leadership, vision, guidance and strategic direction for the programs and personnel of the Greater San Fernando Valley Chamber of Commerce. Creates consensus and obtains big picture goals by breaking down complex concepts and uses individual, personalized relationships to create buy-in.

- Facilitates and leads staff and board efforts to achieve the mission and goals of the organization.
- Knowledge and expertise on economic development principles, the regional economy, political environment, marketing and branding concepts, membership sales, and the opportunities and challenges to the growth and prosperity of large and small employers in the region.
- Focuses on achieving "best in class" outcomes.
- Full budgeting and Profit and Loss (P& L) responsibility.
- Identifies and monitors essential issues and trends; establishes collaborative rapport and relationships with the media, business community, government officials, and community agencies; and, influences public opinion and legislative policy on issues and projects.
- Writes articles and opinion pieces for the organization's newsletter, media submission, and various local, regional, and state publications. Represents the Chamber in television, radio, and newspaper interviews.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Science, Management, *University of Phoenix*

Economic Essentials Certificate Program, *University of Oklahoma*

U.S. Chamber of Commerce, Institute for Organization Management, *Stanford University*

PROFESSIONAL AFFILIATIONS

City of Los Angeles Workforce Development Board
- Board of Directors, 2020 - present
- Chair, Business Services, Marketing, & Resource Development Committee

Western Association of Chamber Executives (WACE)
- Board of Directors, 2023-present; 1998–2004
- Presenter & Break-out Session Facilitator at various WACE Conferences
- Authored several articles for the WACE Insider newsletter

Western Association of Chamber Executives Educational Foundation
- Board of Directors, 2004–present
- Board Chair, 2011–2013
- Vice Chair, 2009–2010
- Auction Chair, 2003–2018

US Chamber Institute for Organization Management
- Member, Western Institute Board of Regents 2001–2002
- Class Advisor, Western Institute 2000 & 2001

Other Organizations
- Van Nuys Airport Advisory Board

NOTABLE ACHIEVEMENTS

- 20-year Accredited Chamber Executive (ACE), Western Association of Chamber Executives (WACE)
- Received 2023 Bizzi Award for Non-Profit Business of the Year from Los Angeles County Business Federation
- Received Executive of the Year, 2023, Western Association of Chamber Executives
- Received Woman of the Year, 2022, from Assemblymember Suzette Valladares, 38th District
- Received CEO of the Year, 2021, San Fernando Valley Business Journal Women's Business Council
- Received Russell E. Pettit Lifetime Achievement Award, 2012, WACE
- Named one of the Valley 200 most influential leaders in the San Fernando Valley, 2016-2023, San Fernando Valley Business Journal
- Honored by the CalChamber with the President's Circle Award of Excellence in 2009 -2013 and 2017-2019 for the Chamber's advocacy efforts
- Named one of the Valley's Women in Business, 2015, San Fernando Valley Business Journal
- Received Advocacy Award from Inland Empire Chambers of Commerce, 2021, for Save Small Business Coalition
- Received Program of the Year for Save Small Business Coalition, 2021, WACE
- Received Program of the Year for Clean Up Day, 2011, WACE
- Received Program of the Year for Latino Expo, 2012, WACE
- Honored by the San Fernando Valley Business Journal in 2009 – Best Chamber of Commerce

TERAYLAN HOLLINGSWORTH, MA

PROFESSIONAL SUMMARY

An experienced and proven trade association executive specializing in the development and delivery of innovative human resources solutions designed to advance and improve the operational performance of hospitals and healthcare facilities.

EDUCATION

Master of Arts in Management, University of Redlands (6/2000) Redlands, California

Bachelor of Arts in Organizational Management, Vanguard University (12/1998) Costa Mesa, California

CERTIFICATIONS

City of Los Angeles Workforce Development Board (7/1/2018 - Current)
Orange County Development Board (12/31/19 - 12/31/2023)

HONORS

Success in Business Award, Rising Star, San Fernando Valley Chamber of Commerce, 2024

PROFESSIONAL EXPERIENCE

HOSPITAL ASSOCIATION OF SOUTHERN CALIFORNIA - LOS ANGELES, CALIFORNIA

Vice President of Association and Human Resource Services and Education Services (2008 to Present)

Responsible for the design, development and the delivery of human resources programs, services and products to include human resources benchmark reports, educational programs and labor resources. Act as issue manager overseeing the work of volunteers serving on the human resources, nurse executive and employee wellness committees. Provide leadership on healthcare workforce issues and collaborate with stakeholders in the community on common issues. Collaborate with senior management on issues that have inter-department implications. Establish department's financial goals and strategies. Manage the Endorsed Business Partner program to generate non-dues revenue. Oversee human resources and association staff.

Director, Human Resources (1996 - 2008)

Manage the day-to-day operations of the department. Develop or identify services/resources to assist hospitals in making strategic and informed decisions on human resources issues. Track and report on labor unions in member organizations. Monitor and report on legislation affecting health care human resources. Manage all aspects of the association's compensation survey program. Interface with consultants on projects and special assignments. Establish business partnerships with external vendors

to provide member benefits. Assume the role of Vice President of Human Resources in his absence. Manage support staff ensuring members' needs are met.

Compensation Manager (1994 - 1996)
Manage all aspects of the association's compensation survey program. Work with consultants to ensure all data collection instruments and final reports are produced in a timely and accurate manner. Communicate with human resources executives to determine needs of compensation surveys and modify/revise as necessary. Consult with human resources executives on interpreting and applying survey data to their organization. Assume the Director of Human Resources role in his absence.

TRANSAMERICA FINANCE GROUP, LOS ANGELES, CALIFORNIA
Compensation Analyst (1992 – 1994)
Evaluate exempt and non-exempt positions. Review and approve employee salary transactions. Consult with line managers regarding compensation needs. Conduct and participated in salary surveys. Perform special compensation studies and analysis. Assist in the design of incentive plans.

SECURITY PACIFIC CORPORATION, LOS ANGELES, CALIFORNIA
Professional Recruiter (1991 - 1992)
Source, screen, interview, evaluate and refer candidates to line managers. Conduct new hire orientation. Consult with managers to determine hiring needs.

Compensation Professional (Various Roles) (1985 – 1991)
Evaluate exempt and non-exempt positions. Conduct/participate in salary surveys. Recommend changes to salary administration guidelines. Conduct salary administration training to line managers/supervisors. Supervise the activities requiring the Executive Human Resources Committee review and approval. Assist in coordination of payroll conversions for out-of-state locations and provide training to line managers on new procedures. Conduct internal and external equity studies. Conduct research and provide administrative support to Compensation Consultants. Participate and/or led special projects as part of developmental training. Participate in task force addressing internal personnel administrative procedures. Provide administrative support, maintain filing system and distribute mail. Respond to routine requests from managers. Provide user training on internal human resources information system.

AFFILIATIONS

Society for Human Resources Management (SHRM), American Society for Healthcare Human Resources Management (ASHHRA),

JLM Strategic Talent Partners

LaShondra Mercurius

Education/Executive Boards

California State University, Fullerton, CA
Bachelor of Science: Concentration in Finance, Accounting, Human Resource Management

Mayor of Los Angeles Workforce Development Board - 2018 to Present

Executive Board Member; Chair of Business and Marketing Committee Co-Chair of WDB Redesign Committee

Work Experience

JLM Strategic Talent Partners Long Beach, CA **2011 to Present**
Co-Founder and President

Provide strategic leadership and direction for JLM and project client departments which include; company and project administration, human resources management, accounting and finance, document control, project and program management, business development, contracts negotiations and administration, project controls, payroll management, and document control management.

Program Management

- Developed, managed, and implemented Cultural Competence and Inclusion and Diversity Programs for multi-billion dollar infrastructure projects in Los Angeles city and county.
- Conducted community outreach, and established partnerships with community organizations and workforce centers to provide training, resources, and living wage jobs to community members.
- Designed, implemented, and managed the Workforce Development Program Management for LACMTA East San Fernando Transit Corridor project.
- Designed, developed, implemented, and managed the first ever Cultural Competency Program on LACMTA East San Fernando Transit Corridor project.
- Established key performance indicators (KPIs) and metrics to evaluate project performance, track progress, and drive continuous improvement efforts.
- Represent the company in negotiations, contract discussions, and business development activities to secure new projects and expand market presence.
- Provided strategic leadership and direction for the division's program management and contracts administration functions.
- Oversee the management of multiple programs and projects concurrently, ensuring adherence to scope, schedule, and budget constraints.

- Conduct regular reviews and assessments of program performance, analyzing key metrics and indicators to identify areas for improvement and implement corrective actions.

Human Resources Management & Administration Management

- Developed and implemented human resource policies, procedures, and initiatives to direct organizational objectives and compliance with employment laws and regulations.
- Oversaw talent acquisition and recruitment efforts, ensuring the attraction, selection, and retention of top talent to meet business needs.
- Directed office management activities, including facilities management, procurement, and vendor relations, to support day-to-day operations.
- Led the development and execution of business continuity and disaster recovery plans to mitigate operational risks and ensure business resilience.
- Managed administrative staff, providing leadership, guidance, and professional development opportunities to maximize team performance and morale.
- Served as a key liaison with internal and external stakeholders, representing the company in negotiations, meetings, and industry forums.
- Represented the firm in HR-related matters, including negotiations with labor and regulatory compliance.
- Consulted and Implemented HR and Administrative process for client projects (from initial setup to project end).

Document Control

- Recruited, hired, and directed project and document control teams for client projects, collaborated with internal stakeholders, such as project managers, engineers, and legal teams, to facilitate document workflows, approvals, and revisions, directed the day-to-day activities of document and project control staff.
- Implemented quality control measures to verify the completeness, accuracy, and integrity of documents, adhering to regulatory requirements and industry standards.
- Managed document storage, retrieval, and archiving processes, utilizing electronic document management systems (EDMS) and physical filing systems as required.

Contract Management

- Managed contract negotiations, including the preparation, review, and approval of contract documents, amendments, and modifications.
- Ensured compliance with contractual obligations, regulatory requirements, and company policies and procedures throughout the contract lifecycle.
- Conducted regular reviews and assessments of program performance, analyzing key metrics and indicators to identify areas for improvement and implement corrective actions.
- Implemented project management methodologies and tools to monitor progress, identify risks, and develop mitigation strategies to ensure successful project delivery.

Career Excellence Academy **2014 - Present**
Co-Founder and COO

- Designed, implemented and oversaw professional development training seminars designed to address our clients' and industry needs for identifying and retaining quality workforce in the construction, infrastructure, and transportation industry.
- Designed, and implemented the first ever “Careers by Design LA” Program in partnership with the Los Angeles Mayor’s office and Los Angeles Trade Tech College to provide exposure to career pathways and living-wage jobs in the ACE arena for individuals in underserved communities.

Recruitment & Staff Augmentation

Robert Half International, Finance and Accounting **2003 to 2008**
Roth Staffing Companies **2008 to 2011**
Division Director

- Develop and implement an effective marketing strategy to increase client relationships and produce revenue.
- Maintain communication with established clients.
- Develop and implement an effective recruiting strategy.
- Communicate and coordinate all aspects of branch operations.
- Financial management of branch operations.
- Hire, train and develop a qualified staff according to company guidelines.
- Coach and counsel associates on behavioral and performance issues.
- Conduct performance reviews and staff meetings.
- Manage all staff for Multiple Branches.
- Recruit, interview and identify contract and contract to hire opportunities.
- Recruit, hire, and terminate for internal and consulting staff.
- Implemented project management methodologies and tools to monitor progress, identify risks, and develop mitigation strategies to ensure successful project delivery.
- Negotiate rates and fees with clients, as well as, conduct negotiations training seminars for new and tenured staffing managers.

Capital Group and American Funds Companies **2000 to 2003**
Corporate Accountant

- Managed all aspects of corporate accounting functions, including financial reporting, general ledger maintenance, and budgeting, in alignment with relevant industry codes.
- Prepared and analyzed monthly financial statements, including income statements, balance sheets, and cash flow statements, to provide accurate and timely financial information to management.
- Conducted variance analysis and identified key drivers of financial performance, providing insights and recommendations to improve profitability and operational efficiency.
- Assisted in the development and monitoring of annual budgets, forecasts, and financial plans, collaborating with department heads to ensure alignment with strategic objectives.
- Maintained the general ledger system, including journal entries, account reconciliations, and closing processes, to ensure the accuracy and integrity of financial data.
- Coordinated and supported internal and external audits, including the preparation of audit schedules, responses to auditor inquiries, and resolution of audit findings.
- Managed fixed asset accounting, including capitalization, depreciation, and disposal processes, ensuring compliance with accounting standards and regulatory requirements.
- Evaluated and implemented accounting policies, procedures, and controls to enhance internal controls and mitigate financial risks.
- Stayed updated on changes in accounting regulations, standards, and best practices, ensuring compliance and advising management on potential impacts to the organization.

Kelly Nguyen

Founder and CEO, DrKumo Inc. 2017 – Present

Dr. Nguyen co-founded and lead a high-performance technology team with proven track record to design, develop, and market the next generation telehealth industry which turns smartphones into a patient-centric, connected health platform to enable continuous, real time physiological data monitoring (RPM) for chronically ill, post-op and acute care patients by integrating access to IoMT (Internet of Medical Things) with Sensor Fusion, Intelligent Medication Management, Secure Communication & Engagement, and Intelligent Cloud Service with state of the art Artificial Intelligence and Machine Learning technology. Dr. Nguyen has the responsibilities to include making major corporate decisions, managing the overall operations and resources of a company, acting as the main point of communication between the board of directors (the board) and corporate.

Responsibilities and Duties:

- Communicating, on behalf of the organization, to the shareholders, government entities, and the public
- Strategizing high-level decisions that direct company's growth
- Envisioning, creating, and implementing the company's mission
- Evaluating and nominating the work of other executive leaders within the company, including directors, vice presidents, and presidents
- Maintaining awareness of the competitive market landscape, expansion opportunities, industry development
- Setting measurable and describable strategic goals
- Assessing risks to, strategies of, and growth of the company

Co-founder and CEO, Mission Road Pharmacy Inc. 2006 - 2012

Dr. Nguyen co-founded Mission Road Rx Pharmacy in 2006 and pioneered what is now called Specialty Pharmacy with $160M+ revenue and annual growth rate of 200% until merger in 2012.

Education

University of California, San Francisco	Doctor of Pharmacy (PharmD)
Stanford University	Cybersecurity
Santa Clara University	Biochemistry
CA & Nevada Pharmacist Licenses	Active

Patents

Dr. Nguyen holds 2 granted and 4 pending patents in the field of Telehealth/Digital Health, Blockchain, and Cryptographic Identity Authentication, Distributed Digital Ledger, Secure Serialization, Trusted online transaction processing/recording of transaction events, and Digital Signature and Anti-counterfeit Technology.

Affiliations

- 2019-Current - Board Director of ABA LA to represent the views of Asian American Businesses to promote and improve the climate for small businesses and increases diversity in Los Angeles
- 2020-Current – Sitting Board Member of Los Angeles Workforce Development Board
- 2019-Current – InfraGard Los Angeles Member at InfraGard National Members Alliance

Accolades

- **2024**: University of California San Francisco (UCSF) Alumni Achievement Award, Alumni Entrepreneur Award –recognizes an alum who demonstrates the highest caliber of innovation in science and/or health care through risk-taking actions and/or value-creating transformations
- **2023**: DrKumo Awarded the U.S. Veterans Affairs National Contract with three other vendors for $1.032 Billion contract for RPM-HT Tech Solutions
- **2023**: DrKumo Academy - Digital Training Platform - CalGrows Innovation Fund Grant Winner to provide DrKumo Certified Remote Patient Monitoring (RPM-HT) Digital HealthTechnology Program to CalGrows workforce training and development to the California State's caregivers
- **2022**: URAC-Certified for Telehealth Support Services 2.0
- **2022**: PACE Entrepreneur of the Year
- **2019-2024**: holds 2 granted and 4 pending patents in the field of Telehealth/Digital Health, Blockchain, and Cryptographic Anti-Counterfeit

Technology

- **2021**: First Place, "Eight That Innovate", Diversity Alliance for Science (DA4S)
- **2021**: Merck Drexel/DA4S Advanced Leadership Program for Diverse Suppliers
- **2021**: First Place, DA4S/AstraZeneca Leadership Program Pitch Competition
- **2020**: National Winner, US Department of Health and Human Services (HHS) OCS Grant providing DrKumo RPM-HT Technology Solutions
- **2020**: DrKumo Innovations Selected by FDA DSCSA Pilot Project Program to Address National Security of Drug Supply Chain
- **2020**: North America Fellowship Award, Cartier Women’s Initiative (CWI) - Kelly Nguyen, CEO
- **2019**: Magic Johnson Healthcare Award Nomination Finalist - This nomination is a recognition of our significant contributions and innovations in the healthcare industry



CASEY O'NEILL

Summary

Solutions-based and impassioned thinker with the goal to make every project, event, team, and outcome reach its highest possible potential and value using various perspectives and metrics of success. Encouraging unity through diversity of ages, races, backgrounds, educational attainment levels, industries, sub-sectors, and verticals to support the health and growth of the life sciences industry in the Greater LA region.

Experience

Biocom California | Los Angeles, CA
Policy & Workforce Development Manager
1/2024 – Present

- Speak to local elected officials and staffers to present economic impact data, and talent development efforts; testifying in support of industry at LA City Hall and Pasadena City Hall; providing insights to Economic Development and City Planning Departments

Business Federation of Los Angeles (BizFed)
Executive Committee |
Life Sciences & Health Care | Co-Chair
1/2024 - Present

- Act as a Co-Chair and support planning for BizFed's Life Science & Health Care Committee bringing pressing legislation to forefront of conversations; while also serving on their Executive Committee, Advocacy Committee, and AI Committee.
- Spreading awareness of student opportunities to local educators in the K-12 and higher education spaces; working in coalitions to encourage the exposure of the Biomanufacturing Technician Certification (BioTC).
- Solicit feedback and suggestions from industry CEOs, incubator site heads, workforce boards, academic institution leadership, industry consultants, and stakeholders.

Biocom California | Los Angeles, CA
Program Manager
1/2022 – 1/2024

- Plan and run BiocomCA's Greater LA Startup Resources Committee for local industry entrepreneurs, while supporting the planning and logistics of the Medical Device & Diagnostics Committee and Greater LA Policy Committee.
- Actively engaging with industry executives in-order to curate the highest value events and content with the intent to facilitate professional development and thought leadership.
- Consistently remind internal teams to be cognizant of diversity in event speakers and venue locations, Fellowship Program participants, committee co-chairs with the aim to build equity and unity within Biocom California and the industry at large.

LA Workforce Development Board
Biocom California | Member of Board
2020 - Present

- Serve on LA Workforce Development Board providing insight into latest life science industry reports, trends, opportunities, and challenges.
- Speak policy makers and their staff to present economic impact data, and talent development efforts.

Biocom California | Los Angeles, CA
Program Associate
10/2017 – 1/2023

- Act as the liaison for Biocom Institute efforts in the LA region; sit on the South Bay Workforce Investment Board's "Bio-Flex" Committee named City of STEM Ambassador; sit on LA Area Chamber's Health Care Committee; collaborate with LAEDC on bioscience efforts.

- Plan and execute all logistics of in-person and virtual events; scout venues, plan catering, set up and take down day-of, post-mortem takeaways and reports.
- Run all Los Angeles branch operations including office management, emergency preparedness, morale events, closing and reopening procedures due to COVID-19.

Stratis Risk Solutions | Encino, CA
Office Manager
06/2017 - 10/2017

- Complete and send contracts regarding agent lines of authority for insurance, intermediary contracts and third party foreign state agent contracts for state compliance.
- Record and manage office inventory; point of contact for vendors, building maintenance, insurance carriers, website developer and off-site tech-support.
- Manage all social media and marketing efforts, update company website, create and send monthly newsletter campaigns.
- Create content for all promotional presentations; edit, format and bind capabilities decks.
- Book travel for executive sales and renewal meetings, create detailed itineraries and schedule calendar reminders.

Zoic Studios, E.A | Culver City, CA
Office Manager
10/2014 - 06/2017

- Fielded incoming calls for the three companies existing within Zoic: Zoic Studios, Hyphen, and Zoic Labs.
- Coordinated domestic and international travel for both short-term and extended-stay trips for artists, directors and senior level leadership.
- Acted as the client services liaison during in-house visits; created a warm and inviting work space; developed professional working relationships with clients to become their point person.
- Scheduler for all internal and client involved meetings; organizing and assigning conference rooms, conference lines, as well as managing executives' and partners' calendars for all high priority meetings.
- Managed office inventory; purchased all office supplies and company schwag; point of contact for vendors; reviewed and authorized all vendor invoices.
- Planned, negotiated and executed all logistics for company events, including budgeting, scouting locations, booking caterers, and overseeing the event.
- Managed interns/PAs schedules and daily task assignments; managed on-boarding, off-boarding, background checks, reimbursement records and approved internship credits.

Massage Envy Spa | Studio City, CA
Assistant Manager
02/2014 - 10/2014

- Promoted to the position of General Manager shortly before moving onto position with Zoic Studios.
- Manage, organize and meet with front desk sales team to discuss growth and sales strategies; responsible for weekly schedules.
- Address and resolve conflicts; conduct interviews and reports regarding incidents.

Education and Training

BizFed
Advocacy Academy Graduate
2024

Franklin Covey
Project Management Certification
2023

Pepperdine University | Malibu, CA
Bachelor of Arts
2011

Interests

Interests: Performing Arts, Writing, Fine Arts, Community Service, and Non-Profit Organizations, Christian Church Ministry, Positive Psychology, Diversity, Equity and Inclusion efforts

Languages

Fluent English, ability to understand/speak small amount of Spanish and American Sign

Skills

- Decision-making
- Enthusiastic public speaker
- Initiative
- Attention to detail
- Integrity
- Adaptability
- Teamwork, Team management and conflict resolution
- Planning and organization
- Articulate communicator
- Innovative and creative problem-solving
- Operational management
- Event planning and execution

Experienced in:

- Microsoft Office
- Zoom Meetings and Zoom Webinar
- SalesForce and Pardot email blasts
- Graphic creation using Canva
- Social Media: LinkedIn, Twitter, and Instagram
- Executive presentation development
- Administrative support
- Shipping and receiving
- Venue searches for events
- Vendor / Partner relations and orders
- Interviewing candidates for potential hire; HireRight background checks

DAVID A. FORD

PUBLIC AFFAIRS/PUBLIC RELATIONS PROFESSIONAL

SUMMARY

Results-driven public relations/public affairs professional with over 20 years of experience managing and maintaining relationships with policymakers, including the Los Angeles County Board of Supervisors and leaders of other governmental agencies. Proven track record of resolving high-profile public affairs issues and concerns involving federal, state, and county governments. Stellar reputation for collaborating directly with senior-level company executives and high-level officials to build consensus effectively and achieve alignment of objectives. Also, an accomplished PR expert who has successfully attained goals working in a fast-paced regulatory environment by demonstrating flexibility with competing priorities. Strengths include keen listening skills, communicating with impact, and implementing conflict resolution techniques.

PROFESSIONAL EXPERIENCE

SOUTHERN CALIFORNIA EDISON

Local Public Affairs | Government Relations Manager, YEAR to Present

Engage with the Los Angeles County Board of Supervisors, Los Angeles City Council, and the Metropolitan Transportation Authority to ensure support for/implementation of policies/regulations that enable SCE to deliver affordable and reliable powder safely.

- **Negotiated a 25-year term on the Franchise Agreement** between SCE and LA County, minimizing burdensome terms and conditions affecting SCE's core business operations and impacts on customers.
- **Serve as a trusted advisor for SCE Executive Management Team** on timely issues such as diversity, equity, and inclusion to advance critical work environment initiatives for employees.
- **Advanced SCE's strategic direction on interconnection deployment of Battery Energy Storage System (BESS)** to help balance the power grid for reliability and resiliency.
- **Advocated for ratepayer financial support of $500k from the Los Angeles County Board of Supervisors** to offset the cost of the desalination unit on Catalina Island.
- **Provides ongoing leadership on high-priority Wildfire Mitigation Programs** for electrical grid hardening and risk reduction to achieve departmental business objectives with minimal delays and high-cost avoidance.
- **Developed engagement strategy to advance SCE's Clean Energy** initiatives in partnership with LA County Office of Sustainability and Metropolitan Transportation Authority (MTA) toward achieving Green House Gas (GHG) emission by 2030.
- **Advises SCE Executive Management Team on complex political issues** with potential regulatory impacts on core business.
- **Led strategic engagement plans with operating unit partners on complex state and local regulatory permitting requirements** for LA County Regional Planning for significant transmission and distribution projects. This resulted in system reliability and reduced cost to ratepayers in Coastal Commission zones in SCE's service territory.
- **Principal developer of the "Making EV" Easy financing program with SCE Federal Credit Union** to bridge equity ownership among diverse populations.

Local Public Affairs, Senior Region Manager 2006 to YEAR

- **Lobbied to mitigate financial risk to SCE by negotiating language in board motions, ordinances, and permits** by facilitating agreements with the Los Angeles County Board of Supervisors and County Departments.
- **Reduced permitting process time on multiple infrastructure maintenance projects from 2 weeks to 3-10 days** by redesigning and implementing streamlined workflow procedures and processes.
- **Interacted with enterprise-wide projects to identify approaches, strategies, and tactics and share lessons learned and improvement opportunities** with business partners as part of ongoing Operational Excellence and Continuous Improvement.
- **Identified as an exceptional consensus builder and tasked with resolving key issues** between internal and external stakeholders to negotiate win-win project solutions
- **Recognized as a trusted energy advisor adept at building and maintaining strategic relationships** with the Los Angeles County Board of Supervisors, the City of Los Angeles, and the Metropolitan Transportation Authority.

KEY ACCOMPLISHMENTS

Energy Central Voice of 2022 Award, Networkers BRG Excellence Award, 2020 | **Stratiscope, Impact Makers Award**, 2020 | **Bridge Builders Foundation Salute Award**, 2017 | **SCE Networkers William E. Nesbit Jr. Leadership Award**, 2016 | **Los Angeles Southwest College President's Social Impact Investment Award**, 2014 | **Recognized by WAVE Magazine LA's Most Influential African Americans**, 2013 | **Award of Merit, the National Association of Housing and Redevelopment LA County Housing Authority Nueva Maravilla Master Conversion Project**, 2012 | **Edison International Chairman's Award 2009 for Outstanding Performance and Living SCE's Values and Guiding** Behaviors

SCE Business Solutions, Senior Account Executive 1997 to 2006

- **Delivered consultative sales and marketing of electric energy, services, and products to industry associations**, business segments, and communities.
- **Consulted with customers to assess their business needs, requirements and identified value-added company products**, services, and innovative solutions to address their needs.
- **Developed and implemented an in-house operation model with third-party vendors to streamline the application process** and improve quality control efficiencies that enhance customer confidence.
- **Increased productivity and reduced operational costs by 25 percent** by modifying internal auditing procedures to decrease redundancy and application processing times.
- **Mitigated electrical issues that could adversely impact the communities and adjacent local governments** and communities located within SCE's service territory.
- **Mentored and counseled colleagues and peers to optimize professional and personal growth and team performance**.
- **Co-founder of SCE's Black History Month Program** 2002

KEY ACCOMPLISHMENTS

Corporate Advocate Award from the American Association of Blacks in Energy, 2006 | **"Environmental Protection Service Award" from FAME Renaissance**, 2005 | **National ENERGY STAR Award** from the U.S. Environmental Protection Agency for "Community Energy Survey Program, 2002"| **Special Recognition from "Flex Your Power" for Community Energy Survey Program**, 2002

EDUCATION

BACHELOR OF SCIENCE, Mechanical Engineering, Ohio University, Athens, Ohio

COMMUNITY SERVICE

- Board of Directors, Saybrook College Board of Trustees
- Board of Directors, LA Philharmonic
- Board of Directors, GLAAACC Education Foundation
- Western Region Director American Association of Blacks in Energy
- Board of Directors, LA County Library Foundation
- National Board of Directors, American Cancer Society (CAN)
- Former Re-Districting Commissioner City of Los Angeles (2012)
- Director, External Engagement (SCE Networkers)

PROFESSIONAL DEVELOPMENT

- Coaching for Engagement and Performance Certification, Human Capital Institute, 2020
- Certificate in Social Media Marketing, Hootsuite 2015
- Certificate in ICS Emergency Training, FEMA 2014
- Certificate from SCE Engineering Substation University, 2009
- Project Management Certificate Program, Caltech, 2004

- Certificate in Corporate Community Involvement, Boston College, 2004
- Advanced Management Certification Program, A. Gary Anderson Graduate School of Management, UCR, 2002
- Account Management Certification, Level III, 2001
- Certification Program, Anderson School of Management, UCLA, 2000

PATRICIA PÉREZ

SUMMARY

Social justice and advocacy communications specialist with extensive experience managing multicultural campaigns aimed at reaching marginalized audiences. A strong advocate for older workers, she aims to dismantle age discrimination and advance intergenerational policies in the workplace.

PROFESSIONAL EXPERIENCE

VPE Communications **1990- present**
CEO

- Helped build VPE into one of the nation's leading Latino-owned communications agencies representing organizations like the Los Angeles County Department of Public Health, Los Angeles County Dept of Parks & Recreation, The Housing Authority of the City of Los Angeles, among others.

- Creates strategies for clients incorporating media relations, social media engagement, and community outreach. Positions clients for maximum market and media impact as well as to diffuse challenging situations. Has managed integrated DEI and public awareness campaigns involving community stakeholders, foundations, business leaders, and policy makers as well as numerous crisis communications efforts for clients. Representative engagements:
    o Communications Strategy – Worked with local community organizations in producing comprehensive communications plans for The California Endowment's Building Health Communities initiatives in Boyle Heights and the Eastern Coachella Valley; helped clients with pandemic-related announcements including Disneyland and Vallarta Supermarkets; informed the public of Section 8 application availability for HACLA.
    o Community Outreach – Successfully implemented First 5 LA's Early Care and Education campaign in 16 cities in Los Angeles County. Activities included connecting with business and community organizations and elected officials, strategic evaluation, as well as developing websites and all relevant collateral materials.
    o Digital Campaigns – Worked with Verizon in identifying online influencers, creating an online contest, video content, boosted posts, and relationshipbuilding giveaways aimed at reaching millennial and youth markets; manages online content creation and postings for the Weingart Foundation, and others.

Ketchum Downtown YMCA **1987-1989**
Associate Public Relations Director
Part of senior leadership staff team hired to implement the successful opening and operations of the first YMCA in downtown Los Angeles. Helped coordinate all marketing and outreach efforts, including managing volunteers and connecting with community organizations and elected officials.

COMMUNITY SERVICE AFFILIATIONS

Current leadership positions include:

City of Los Angeles Workforce Development Board, Executive Committee;
Chair of the AdvantAGE LA committee for older workers
AARP California, State President Emeritus
Los Angeles River State Park Partners, board member

Former leadership positions include:
California State Parks Foundation, trustee; YWCA Los Angeles, board member; Chrystal Stairs, board member; Center for Nonprofit Management, board member; Latin Business Association, board member; AARP CA, State president; UCLA Latino Alumni, board chair;

RECOGNITIONS AND AWARDS (partial list)

- *Diversity, Equity & Inclusion Award* from the Public Relations Society of America
- *PRism Awards* for campaign excellence by the Public Relations Society of America for
- California Dept of Public Health, Verizon, Covered CA, McDonald's, and other campaigns.
- *PRemio Award* from the Hispanic Public Relations Association for professional excellence
- Women in Business Award presented by State Senate District 21, State Assembly District 43, and State Assembly District 44.
- *Outstanding Hispanic Business Leader Award* by KVEA-TV
- *Influential Women Leaders* by Business Life Magazine
- *Mujeres Destacadas Award* by La Opinión newspaper
- *Hispanic Business Salute Award* from Telemundo Network
- *Latina of Influence Award* from Hispanic Lifestyle Magazine
- *UCLA Alumna of the Year* from the UCLA Latino Alumni Association
- *Community Advocacy & Leadership Award* from the Executive Latino Leadership Assn

EDUCATION

Bachelor of Arts, English, University of California, Los Angeles

OTHER

Patricia resides in Eagle Rock with her husband, an Army veteran, and son, a Navy veteran.

Carmen Rad, CR&A Custom, Inc.
Founder & President

EDUCATION/PROFESSIONAL REGISTRATION

Associate's Degree, Fashion Institute of Design and Merchandising, 1987.
UCLA Management Development for Entrepreneurs, MDE, 2013.

VALUE

- A veteran of the apparel industry with over 25 years of experience.
- She served as a board member and President of NAWBO-LA and a board member of The Los Angeles Latino Chamber of Commerce.
- Currently serves on Mayor Garcetti's Economic Growth Committee to help oversee small business startups.



Ms. Rad has over 25 years of experience in the commercial printing industry. She plays a key role in developing relationships with clients and works closely with the design and operations team to ensure the success of projects.

Ms. Rad delivers excellent service to current clients and works to develop additional business opportunities with our current corporate and advertising industry partners as well as with new business partners.

Ms. Rad strongly believes in the Mission and Vision of CR&A. Our Mission: To bring marketing and branding objectives of our clients to life, using the most Sustainable, Efficient and Effective Creative Printing Solutions. Our goal is to exceed our client's expectations by providing the best customer service and expert advice to achieve their goals. Our Vision: To be known as an innovative leader in the digital printing industry by developing a diversely knowledgeable team and collaborative processes which allow us to learn, teach, and guide each other in order to create the best results for our clients' objectives.

Work History

1993 - Present
CR&A Custom Printing, Inc.
312 W. Pico Blvd.
Los Angeles, CA 90015

Manages daily operation of the office and the accounting department. Supervises the purchasing departments. Conducts marketing and business development. Manages the design and graphic departments. Develops new embroidery, promotional and large format items.

Awards

Green Firm of the Year, Mayor Garcetti's Office, Los Angeles, CA
USC Vendor of the Year
Minority Business Manufacturer of the Year, Minority Business Development Agency, Los Angeles, CA - 2007
Latina Owned Business of the Year, California Hispanic Chamber of Commerce, Long Beach, CA - 2007
Rising Star Award, NAWBO LA - 2009

1989 - 1993
Scope Imports
California Mart
110 E 9th street Suite C401
Los Angeles, ca 90079

Sales representative for young mens multi line showroom . Manages Western United States, Hawaii and Mexico clients. Attending marketing conventions in Las Vegas and Hawaii. Assisted in merchandising decisions when creating a new line per season in Houston Texas at the corporate office of Scope imports. Strategically place the collection in boutiques and department stores in the Western Regional states.

CHARLES WOO

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B U S I N E S S P R O F I L E

MEGATOYS, LLC.
Chief Executive Officer 1989-Present
Co-founder and CEO of this international manufacturing, importing, wholesale/retail company with facilities in China, Hong Kong, and Los Angeles.

California Costume Collections, Inc.
Corp Secretary/Treasure 1996 -**Present**
Co-Owner of this leading Halloween Costume manufacturing company headquartered in Downtown Los Angeles

The Garey Building
Owner/CEO 2022-Present
Co-Owner and major decision maker of this 320 unit mixed use apartment building in the Arts District of Downtown Los Angeles

ABC Toys
CEO 1979-1989
Founded this family toy business in Downtown Los Angeles, A pioneering business that led to the creating the Los Angeles Toy District

E D U C A T I O N

B.S. *Summa Cum Laude*	**U C L A**	Physics 1972
M.S.	**U C L A**	Physics 1975
Ph.D. Candidate	**U C L A**	Physics 1976

P E R S O N A L
First generation immigrant from Hong Kong and a resident of Los Angeles for 56 years.

PUBLIC & C O M M U N I T Y S E R V I C E S

City of Los Angeles:

1992- Present **WORKFORCE DEVELOPMENT BOARD, CITY OF LOS ANGELES (Previously known as WORFORCE INVESTMENT BOARD, and PRIVATE INDUSTRTY COUNCIL)**

2006-2010 LOS ANGELES JOB AND ECONOMIC COMMITTEE
Member, Board of Directors (Under Mayor Antonio Villaraigosa)

2002-2005 **MAYOR'S INTERNATIONAL TRADE AND INVESTMENTS ADVISORY COMMITTEE, LOS ANGELES**
Under Mayor Him Hahn

LOS ANGELES ARTS DISTRICT/LITTLE TOKYO NEIGHBORHOOD COUNCIL
2022- 2028 Business Representative
2004-2006 Council President

1997-2004 **LOS ANGELES COMMUNITY BANK**
Board of Directors

LA'S BEST (Better Educated Students for Tomorrow)
1997-2005 Board of Directors (Under Mayor Richard Riordan)

State of California

2003-2006 **STATE COMMISSION ON ECONOMIC DEVELOPMENT** Under Governor Gray Davis

2004-2009 **STATE COMMISSION ON ASIAN PACIFIC ISLANDERS AMERICAN AFFIARS**

Federal

1995 **WHITE HOUSE CONFERENCE ON SMALL BUSINESS**
Southern California Delegate. Committee Chair- International trade and Investment

Civic, Community& Charitable Organizations:

Current:

1995-Present **CAUSE, CENTER FOR ASIAN AMERICANS UNITED FOR SELF EMPOWERMENT**
Board Chair

2014-Presnt **PAT BROWN INSTITUTE FOR PUBLIC AFFAIRS AT CAL STATE UNIVERSITY LOS ANGELES**
Board of Advisors

Previous:

COMMITTEE OF 100
2014-2024 Board of Directors
2018-2021 Vice Chair

LOS ANGELES AREA CHAMBER OF COMMERCE
1994-2004 Board Of Directors
2001 Chairman, Board of Directors

2008-2018 **SOUTHERN CALIFORNIA PUBLIC RADIO (LAist)**
Board of Trustees

2005-2015 **PITZER COLLEGE**
Board of Trustees

2008-2014 **LOS ANGELES POLICE FOUNDATION**
Board of Directors

2003-2006 **AMERICAN RED CROSS LOS ANGELES CHAPTER**
Board of Directors

1997-1999 **CITY OF LOS ANGELES LIBRARY FOUNDATION**
Board of Directors

CENTRAL CITY EAST ASSOCIATION
1985- 2007 Board of Directors
1986 - 1998 Chair, Board of Directors

YMCA OF METROPOLITAN LOS ANGELES
1997-1999 Member, Board of Directors

ASIAN REHABILITATION SERVICES, INC.
1988-1998 Board of Directors

1993-1997 Chairman, Board of Directors

HONORS & AWARDS

2017 *Ellis Island Medal of Honor* Ellis Island Honors Society

2015 *Distinguished Business Leader Award ,* Los Angeles Area Chamber of Commerce

2008 *Lifetime Achievement Award*, Southern California Chinese Lawyers Assocation

2004 ***President's Volunteer Service Award***, President's Council on Service and Civic Participation

2003 ***Small Business Advocate Award***, California Chamber of Commerce

2002 ***Biography Community Hero***, A&E Network

2002 ***Stellar Leadership Award***, Los Angeles Area Chamber of Commerce

2001 ***UCLA Alumni Award for Excellence***, UCLA Alumni Association

2001 ***Outstanding Entrepreneur Award***, Asian Business League
2001 ***Community Service Award,*** League of Woman Voters of Los Angeles

2000 ***Business Leadership Award***, Asian Business Association

1999 ***Distinguished Community Service Award,*** Anti-Defamation League

1998 ***Public Service Award***, UCLA Asian American Studies Center

1997 ***Historymakers Award***, Los Angeles Chinese American Museum

1996 ***World Trade Hall of Fame Award***, Greater Los Angeles World Trade Center Association

Bernardine Brandis

BA Political Science 1975 UCLA

JD 1978 UCLA School of Law

Bernardine Brandis is Executive Vice President of Business Affairs for the Walt Disney Studios. She is responsible for overseeing all aspects of talent deal making for live action and animated feature films, live stage and recorded music. During her 38-year association with Disney, she has played an integral part in shaping the financial production guidelines with third parties for the film division. Prior to joining Disney, Brandis worked for Universal Studios as director of business affairs, 20th Century Fox as production counsel, and she was in private practice, specializing in litigation. She is married to Jeff Alperin, has three children and a daughter-in-law.

Outside positions:

Currently serving on the Advisory Board for the Ziffren Law Center, UCLA School of Law

Previously served on UCLA Political Science Board of Visitors (10 years)

Commencing 2019, Bernardine and Jeff annually fund scholarships at the Rollins School of Public Health, Emory University



Kenya Croom

Thought Leader and World Changer

Dedicated to thriving as a world changer through the establishment of lasting and strategic relationships with community leaders and stakeholders. A proven leader with a unique blend of entrepreneurial acumen, creative ingenuity, and a genuine passion for fostering meaningful connections. Leveraging expertise in urban planning to drive sustainable development initiatives that positively impact communities and drive social change.

Education

May 2022
Master of Urban Planning
University of Southern California, Sol Price
Los Angeles, California

May 2003
Bachelors of Arts in Business Administration (Emphasis: Marketing)
Clark Atlanta University
Atlanta, Georgia

Expertise

- Urban Planning
- Executive Leadership
- Community Advocacy
- Fundraising
- Economic Development Strategy
- Team Building

Experience

June 2003 - Present
A Step to Freedom I Los Angeles, CA
Chief Executive Officer

Provide strategic leadership and direction to ensure the organization achieves its mission of providing interim housing and support to individuals experiencing homelessness. Oversees all aspects of the organization's operations, including fundraising, program development, staff management, budgeting, and community outreach. Plays a crucial role in setting organizational goals, developing partnerships with stakeholders, advocating for policy change, and maintaining financial sustainability.

November 2022 - Present
Reshape the Nation | Los Angeles, CA
Founder & Consultant

Provide training and resources for aspiring homeless housing providers. Establish and nurture a supportive network of community based organizations to enhance service delivery in Southern California. Advocate for and deliver technical assistance to help aspiring housing providers in accessing funding sources. Fosters collaboration among stakeholders to improve housing services and outcomes.

March 2021 - Present
R&K Mgmt Firm | Los Angeles, CA
Managing Partner

Engage in real estate development initiatives, taking the lead in property acquisition endeavors while leveraging expertise as an urban planner to pinpoint suitable properties aligning with community needs. Develop strategic approaches for the entitlement and pre-development process, ensuring alignment with organizational objectives and community requirements.

Professional Affiliations & Awards

- South LA Collaborative - Member (2021 - Present)
- Los Angeles African American Women's Public Policy Institute (Class of 2020)
- Los Angeles Office of Diversion and Re-entry: Dept of Community Programs
  Equity, Diversion, Inclusion and Access Committee (2023 - Present)
- Los Angeles County Empowerment Congress - Top 40 under 40 (2020)
- Delta Sigma Theta Incorporated - Inglewood Alumni Chapter
  Social Action Chair (2020 to Present)
- Jack and Jill of America - Inglewood Chapter
  Legislative Chair (2022 - Present)

JESSE CUEVAS

PROFILE

Over twenty years of diverse, extensive, and in-depth experience in the Workforce Development system with the Workforce Services and Unemployment Branch of the Employment Development Department.

EXPERIENCE

DIVISION CHIEF, EMPLOYMENT DEVELOPMENT DEPARTMENT; LOSANGELES, CA — 2020-PRESENT

Division oversight of the Wagner Peyser activities, programs, and projects in support of the the WorkforceInnovation and Opportunities Act (WIOA), Jobs for Veterans State Grant, Migrant Seasonal Farmworker program, Trade Act among the many programs administered by the State of California in Los Angles City/County and the Coastal Cities of California.

DEPUTY DIVISION CHIEF, EMPLOYMENT DEVELOPMENT DEPARTMENT; LOS ANGELES, CA — 2018-PRESENT

Regional oversight of the activities, programs, and projects in support of the the Workforce Innovation and Opportunities Act (WIOA), Wagner Peyser program, Jobs for Veterans State Grant, Migrant Seasonal Farmworker program, Trade Act among the many programs administered by the State of California in the Ventura, Santa Barbara, San Luis Obispo, Monterey, and Santa Cruz Counties.

CHIEF OF STAFF, EMPLOYMENT DEVELOPMENT DEPARTMENT; LOS ANGELES, CA2016-2018

Planned and directed all administrative, financial, and operational activities for the Los Angeles/Coastal Workforce Services Division. Acted as Point of Contact between theExecutive Leadership Team, Senior Management, and Stakeholders for the WorkforceService Brach and Division.

EMPLOYMENT PROGRAM MANAGER III, EMPLOYMENT DEVELOPMENT DEPARTMENT; LOS ANGELES, CA — 2014-2016

Managed Workforce Services programs and activities for the Los Angeles/Metro, East LosAngeles, Huntington Park and South Gate communities. Partnered with various mandatedco-located partners to administer job services in an Integrated Service Delivery environment.

TRAINING MANAGER, EMPLOYMENT DEVELOPMENT DEPARTMENT; LOS ANGELES,CA - 2014-2012

Developed and administered training programs for staff and management in the Los Angeles/Ventura Workforce Services Division.

SKILLS

Demonstrated competency in Business Acumen, Inspirational Leadership, Business Process Improvement, Strategic Planning, Active Listening and Strong CommunicationSkills, Conflict Resolution, and Negotiation.

Hrag Manuel Hamalian

Professional Experience

TGR Foundation, National
TGR Foundation, a Tiger Woods charity, is a global leader in providing innovative educational programs in state of the art buildings to underserved youth, with a focus on STEAM (Science, Technology, Engineering, Arts and Math). Under my leadership, TGR Learning Labs is expanding its reach by developing new TGR Learning Labs in cities across the country, increasing its staffing and budget, developing strategic partnerships, and enhancing program offerings to better serve students and educators nationwide.

President, TGR Learning Labs and National Programs *October 2023 – present*

- Embody and advocate the mission, vision, and strategic direction of TGR Foundation while expanding the reach and impact of TGR Learning Labs and national programs.
- Increase national reach by overseeing the original TGR Learning Lab in Anaheim, CA, while launching new learning labs in Philadelphia and Los Angeles (other major cities underway).
- Devise and implement a comprehensive national strategic growth plan and a theory of change to drive systems and accountability, fostering a high-paced, innovative, and supportive work environment.
- Develop and enhance innovative K-16 STEAM programs, including college access and workforce development programs.

Bright Star Schools, Los Angeles, CA
Bright Star Schools is a network of nine public charter schools that provides holistic, inclusive support for students to achieve academic excellence and grow their unique talents so that they find joy in higher education, career, and life. Under my leadership, Bright Star Schools tripled its budget and network size, developed a strategic plan, designed and implemented a DEIB strategy

Chief Executive Officer (CEO) *August 2015 – August 2023*

- Embodied and advocated for the mission, vision, and strategic direction of Bright Star Schools
- Trippled the network's size, from 4 to 9 schools and and grew the operating budget from $25M to $100M
- Devised and implemented a theory of change, theory of action and a strategic plan to drive systems and accountability in service of a high paced, innovative and caring work environment engendering academic excellence, holistic programs and inclusive supports for students and families
- Grew and managed Bright Star's 100 million dollar operating budget, financial relationships, and vendor relationships
- Oversaw 500+ full and part-time employees including school site staff and central office staff members in the areas of: Finance, Facilities, Information Technology, Operations Compliance, Human Resource Management, Outreach & Enrollment, Legal, Public Affairs and Marketing
- Managed 25+ board members across two non-profit boards providing essential data and information to effectively govern
- Drove and managed a multifaceted facility portfolio including leased facilities, renovation of existing buildings, and ground up construction
- Facilitated complex financial transactions in relations to facilities including the sale of government bonds to finance sites, Prop 51 grant projects and application of new market tax credits
- Strategically built political and community alliances and oversee and manage public relations in a hyper-political environment.
- Ensured compliance with a number of government agencies including the district, County and State.

Head of Schools and Chief Cultural Officer *September 2013 – July 2015*

- Led the successful merger of Bright Star Schools and Valor Academies.
- Directly oversaw and managed academics, culture and operations across Bright Star School campuses.

Valor Academy Charter School, Los Angeles, CA *September 2008 - June 2013*

Valor Academy prepares middle school students to excel in demanding high schools and colleges. Within a rigorous, accountable, and supportive school community, students become high achieving, self-advocating, responsible scholars engaged in their community. Under my leadership…

Founder and Executive Director

- Recruited and trained prominent Los Angeles professionals from a variety of fields including education, law, finance, media, technology, and real estate to form the Valor Academy Governance Board.
- Wrote, defended, and received approval for the Valor Academy charter through the Los Angeles Unified School District (LAUSD).
- Developed a five-year budget and strategic growth plan for Valor Academy Charter School.
- Wrote contract, negotiated, and retained all permits for the use of a private school facility as the site for Valor Academy Public Charter School.
- Developed ties with community leaders and established community partnerships to advocate on behalf of Valor Academy Charter School.
- Devised marketing plan and led grassroots campaign to recruit and retain 120 students and families for Valor Academy's first 5th grade class, eventually growing the school to 500 students
- Hired and trained a staff of 50 administrative, teaching, and clerical personnel to staff Valor Academy
- Raised over half a million dollars through private donations and grants to fund the start-up of Valor Academy
- Drove Valor's growth into one of the top three performing public middle schools serving underestimated students in Los Angeles

Entrepreneurship & Social Innovation

- TheModSchool, workforce accelerator (www.themodschool.com), Founder, 2023-present
- Liveguide digital marketing platform (www.onliveguide.com), Founder/CEO, *2014-present*
- HIVE Online Accelerator (www.hiveventures.co), Founding Partner, founded *2014*
- TUMO Learning Center, Yerevan, Armenia (www.tumo.org), Growth Consultant, *2011 – 2013*

Boards & Memberships

- Los Angeles Workforce Board, Mayor Appointed Board member,
- LA Chamber of Commerce: *CEO Council*, June 2021- June 2023
- YPO LA Chapter: *Member & Forum Moderator,* August 2020
- Building Excellent Schools, Board of Directors, *Member,* June 2017-present
- LAUSD Charter Operated Programs: Option 3 Executive Board, *Member,* November 2018- June 2023
- ExEd, Board of Directors, *Member*, 2014 – present
- Los Angeles Coalition of Charter Schools, Board of Directors, *Founding Member,* March 2018-June 2023

Programs & Distinctions

- Harvard Business School, YPO Executive Leadership Program, January 2024-Present
- Transcend, EdTech accelerator, *Program Fellow*, January 2024
- Broad Academy (Yale School of Management): *Program Fellow,* August 2019
- Brittingham School of Social Enterprise: USC, *Senior Fellow,* September 2019
- Broad Academy – Yale School of Management, *Fellow*, March 2019 Cohort
- 40 under 40 awards – LA Empowerment Congress, *Awardee*, July 2018
- Achievement First Network Accelerator, *Program Fellow,* Winter 2018 Cohort

- Pahara Aspen Institute, NextGen Fellowship, *Fellow,* Spring 2015 Cohort
- Charter School Growth Fund, *Portfolio Member*, Winter 2017
- UCLA Anderson CEO Forum, *Member*, Summer 2017
- Building Excellent Schools (BES) incubator, *Program Fellow,* 2007-2009
- Teach for America, *Corps Member,* 2005-2007

Features

- TNTP Blog, "The Most Important Questions School Leaders Should ask Community Members," *May 2018*
- Getting Smart, "Creating Strong Staff Culture with Hrag Hamalian," *October 2017*
- Thriving Schools, "Creating Strong Staff Culture with Hrag Hamalian," *May 2017*
- Thriving Schools, "How to Build Student Culture with Hrag Hamalian," *March 2017*
- LA Times, "Grants go to Charters and one Traditional School to help Teachers Stay on the Job," *February 2017*
- LA School Report, "Fighting Teacher Burnout," *February 2017*
- UCLA Anderson Blog, "Liveguide-Inside UCLA Anderson," June 2016
- UCLA Anderson Blog "On the Road to Improving Education," *May 2015*
- "The Urban Challenge in Education," Joseph Scollo, Dona Stevens, and Ellen Pomella, *published 2015*
- Loyola Marymount University Graduate Division YouVisit video, *September 2014*
- Loyola Marymount University Magazine, "A Conversation with Hrag Hamalian," *January 2014*
- Armenian General Benevolent Union Magazine, *December 2012*
- Loyola Marymount University Graduate School, leadership commercial, *September 2011*
- "A Chance to Make History," Wendy Kopp, *published January 2011*
- FOX Good Day L.A., segment featuring Valor Academy Charter School and Founder, *April 2009*
- L.A. Daily News, "Valor Academy Targets Middle-Schoolers," *August 2009*
- Asbarez Newspaper, "Hamalian to Head New Charter Middle School," *May 2009*
- Boston College Chronicle, "Man on a Mission," *November 2009*
- "Relentless Pursuit: A Year in the Trenches with Teach for America," Donna Foote, *published July 2008*
- US News and World Report, "Two TFA Recruits Share their Story," *April 2008*

Panels

- National Charter School Conference, "Effective Fundraising in Charter Schools," *June 2014*
- Bainbridge Consulting Group Educational Summit, *June 2014*
- "Reform Panel at USC with Musical Artist John Legend and Superintendent Deasy," *March 2013*
- California Charter School Association Conference, "Facilities and Charter Schools," *February 2012*
- "Panel Discussion with LAUSD Superintendent Deasy," Loyola Marymount University, *October 2011*
- "Waiting for Superman Debate," *February 2011 & October 2010*

Presentations & Lectures

- Brittingham School– USC, " Charter Schools and Social Enterprise," *September 2019*
- Marshall School of Business - USC, "Charter Schools in Los Angeles," *June 2019*
- Marshall School of Business - USC, "Charter Schools in Los Angeles," *June 2018*
- University of Southern California, "Entrepreneurship in Education," *March 2014*
- Armenian General Benevolent Union Manoogian-Demirdjian School, "The Effects of Bullying," *May 2011*
- University of Southern California, "The Importance of Communication in Business Management," *February 2011*
- Harvard School of Education, "Challenges and Victories in Founding Charter Schools," *January 2011*
- Pepperdine University Graduate School of Education & Psychology, "Founding Valor Academy," *November 2011*

- California State University of Los Angeles Graduate School of Education, "Founding Valor Academy," *November 2011*

Education

UCLA Anderson School of Management, Los Angeles, CA *June 2014*
Master of Business Administration
Honors: Global Access Program Thesis, "Chosen for Excellence in Practice"
UCLA Knapp Business Plan Competition, Prize Winner

Loyola Marymount University School of Education, Los Angeles, CA *May 2007*
Master of Arts in Secondary Education
Honors: Alpha Sigma Neu Honors Society
Loyola Marymount University Alumni Spotlight, *December 2011*

Boston College, Boston, MA *May 2005*
Bachelor of Arts, Biology & Honors English
Honors: Gold Award for Alumnus of the Decade, *December 2011*

Gabriel Pimentel

July 16, 2024

Executive Management

Accomplished professional with extensive years of experience developing successful programs and streamlining organizational operations to accomplish defined objectives.

Proven track record of developing and managing large-scale budgets, minimizing operational costs, and maximizing corporate profitability. Expertise in executing best practice organizational policies, providing high-quality customer service, and driving process improvement. History of cultivating long-term relationships with key stakeholders, corporate and government leadership in an effort to negotiate and finalize contracts or appropriations. Well-versed in ensuring compliance with administrative, legal, and regulatory requirements. Prudent at leveraging strong leadership skills to coach and mentor high-performance teams for optimum productivity. Articulate and refined communicator; known for cultivating long-term relationships with all levels of management to establish strategic alliances through cross-functional collaboration.

Areas of Expertise

- Organizational Leadership
- Budget Control
- Healthcare Administration
- Change Management
- Project Planning & Delivery
- Quality Assurance
- Contract Negotiation
- Employee Engagement
- Team Leadership

Career Experience

Southern California Indian Center, Los Angeles, CA **2018– Present**
Executive Director

Analyze and manage various local, state, and federal grants/contracts. Establish grant and contract measures in accordance with performance goals. Collaborate with local/national leaders to execute policies and programs for organizational advantages. Provide concrete support services to more than 2K families. Improve overall performance by providing coaching and mentoring to corporate staff.

- Ensured remarkable productivity growth and 42% reduction in operational costs.
- Implemented educational youth college program with more than 90% completion rate.
- Enhanced annual revenue by millions of dollars through establishment of responsive community-based programing.
- Developed youth higher educational program with more than 80% college acceptance rates.
- Implemented domestic violence prevention program impacting 11K individuals in Southern California.
- Executed multimillion-dollar workforce initiatives to address food insecurity, homelessness, and unemployment issues.
- Maximized organizational profitability via strategic and efficient restructuring.
- Initiated a comprehensive home-visiting program supporting first-time families.
- Coordinated the establishment of care plan protocols representing Native families with DCFS cases.
- Launched a comprehensive behavioral health program addressing the needs of parents with history of domestic violence, substance abuse or a history of behavioral health issues.
- Developed, maintained and utilized protocols supporting Native families with substance abuse or behavioral health issues.
- Implemented programs reducing employee burnout.
- Developed and implemented employee engagement practices that increased productivity and retention.
- Implemented practices that identified areas for employee and client engagement.

Pacific Union College, Angwin, CA 2023 – Present
Adjunct Professor

Adjunct Professor in history and political science. Instructing undergraduate students on World History as well as Native American History. Knowledgeable and experienced in various educational philosophies, which best promote the overall experience of a student.

- Active member of the college's Diversity, Equity and Inclusion committee.
- Delivered lectures to upper division undergraduate students on topics such as Native American history, postwar civilizations, and the history of third-world countries.
- Assessed individual strengths, weaknesses and opportunities of each student, addressing issues as needed.
- Delivered lectures to undergraduate students on topics such as political science and government, incorporating US vs global political systems.
- Facilitated classroom discussions and encouraged the participation of all students, incorporating relevant reading and current events.
- Assisted with undergraduate honors student program advising.

Friendship House, San Francisco, CA **2022 – 2023**
Executive Director

Managed and directed the operation of a in-patient substance abuse and behavioral health treatment center. Analyzed and managed various local, state, and federal behavioral health grants/contracts. Established policies and contracts with various local, state, and federal agencies for the development of an urban resource center. Improve overall performance and morale of staff by providing coaching, mentoring and training.

- Introduced policies increasing client and staff morale.
- Implemented a culturally specific educational program increasing employee retention.
- Implemented policies that increased productivity and fiscal growth.
- Managed culturally specific educational program reducing client recidivism
- Created a responsive community based cultural prevention program.
- Initiated Capital Campaign raising over 20 million dollars in the first year.
- Executed accounting practices which stabilized new funding sources including VA, Medicaid and Medicare.
- Maximized organizational profitability via strategic and efficient restructuring.
- Initiated the development of a tribally managed substance abuse center.
- Initiated the development of a transitional housing program facilitating state and county resources.
- Facilitated the development of a community social service program supporting post op clients.
- Spearheaded the development of a new urban based treatment center.
- Managed city, county and state exemptions for construction permits and EPA issues.

Hartland Institute, Rapidan, VA 2017 – 2018
Advancement & Development Director/Media & Publications Director

Delivered valuable recommendations for investment in foundation infrastructure and publication endeavors. Updated policies and ensured confidentiality/accuracy of current/prospective donor records. Enabled successful and on-time completion of all initiatives by providing strong leadership for targeted major gift initiatives, campaigns, and special projects, such as development of short- and long-range fundraising tactical plans. Led management of comprehensive development program, including foundation contributions, corporate sponsorships/partnerships, prospect research functions, volunteer engagement, active

media, and social media presence. Drove continuous improvement by contributing in learning and teaching organization. Performed multiple responsibilities assigned by president and college dean.

- Optimized revenue via the development of wellness programs.
- Implemented a data-based programming to increase publication revenue.
- Facilitated policies and procedure increasing alumni interaction and involvement.
- Enhanced web-based platforms increasing interaction by 5,000%.
- Created a profitable web-based and brick & mortar publishing department.
- Director of the wellness treatment center
- Managed all grants and contracts
- Managed all communications for the college including;
    - Social media
    - Publications including scholarly and editorial
    - News letters
    - Grant and contract reporting

National Congress of American Indians, Washington, DC **2016 – 2017**
Health Legislative Associate

Developed policies and programs by coordinating with US government departments and agencies. Examined legislation about health (and its impact on US tribal communities), created reports, prepared statements, and wrote memoranda for legislative hearings. Rendered administrative support to department of Interior, CMS, SAMHSA, and HHS. Delivered educational assistance to government officials on issues related to tribal policies and treaties. Created and executed federal health policy. Implemented health fellowship program at graduate level. Wrote and distributed multimillion dollar grants from federal sources. Performed research/analysis and provided support for Tribal Behavioral Health Agenda, a working template for government agencies and internal/external stakeholders. Collaborated with government agencies regarding SNAP, CHIP, and Medicaid expansion.

- Managed multimillion-dollar IHS youth wellness and prevention program
    - Program supported 88 tribally based sites
    - Each with it's own staffing
    - Each with it's own budget
- Represented and supported Tribal Nations regarding healthcare issues in congress or with the US administration.
- Established strong professional relationships and partnerships with Tribal Nations, Native non-profit organizations/corporations with Congress, the White House and with various government agencies.
- Worked closely with CMS to enhance Medicaid expansion across the United States and Indian Country.
- Facilitated a robust graduate healthcare student internship in coordination with the Seventh Day Adventist Church.
- Led successful development of behavioral health agenda program.
- Evaluated program performance by analyzing and interpreting data and metrics and its impact on Indian Country.
- Collaborated with Congress on US budget and Indian Health Care needs.
- Helped to established formal and proposed policies for US government healthcare agencies including;
    - CMS
    - HHS
    - SAMHSA
- Developed comprehensive performance reports using GIS to strategize resource allocation and establish performance metrics for grants and contracts.

Southern California Indian Center, Los Angeles, CA 2013 – 2016
Operations Director

Delivered developmental feedback to team members, communicated difficult messages, and ensured performance improvement. Established set of metrics to manage grant performance about program development. Developed programs with focus on change management, talent development, and employee engagement. Organized training sessions for staff to ensure professional development and promotion of employees.

- Implemented successful workforce development program for employee and contractor.
- Fostered strong professional relationships, boosted employee morale, and enhanced productivity/retention.
- Created robust volunteer programs aiding local communities.
- Developed and Managed social service programs.
- Facilitated youth educational programs.
- Collaborated in the establishment of a college preparatory program with UCLA to aid disadvantaged youth, a program that has such expanded to UCI, UCSD, UCR, San Diego State and the University of Arizona.

Additional Experience

Guest Lecturer Exercise Science and Health Promotion, La Sierra University, Riverside CA

Guest Lecturer GIS, Loma Linda University, Loma Linda, CA

WDB Board Member, Los Angeles City Workforce Development Board, Los Angeles, CA

WDB Committee Chair, Disadvantaged and Under-represented Populations, Los Angeles City Workforce Development Board, Los Angeles, CA

UCLA School of Nursing Board Member, Los Angeles, CA

UCLA Graduate and Professional Student Alumni Vice President, Los Angeles, CA

Education

Master of Arts
University of California, Los Angeles, CA

Bachelor of Arts
University of California, Riverside, CA

Benjamin A. Torres

EDUCATION

2017 Certificate of Completion, Executive Program for Nonprofit Leaders, Stanford Graduate School of Business.
1997 B.A., Chicano/a Studies, University of California at Santa Barbara.

FIELDS OF SPECIALIZATION

- A race equity and economic justice application to community development programs and strategies. The construction of workforce development pipelines into the nonprofit, private and public sectors, with an intentional focus on targeting marginalized Black and Brown South Los Angeles communities. Emphasis on engaging and including mom and pop Black and Brown business into policy and program decisions that generate comprehensive opportunities for community revitalization. Reginal revitalization efforts that attract good quality career-based industries with an emphasis on training and hiring individuals with multiple barriers of employment (recruitment, education, training, coaching and placement).
- Investing in strengthening the low-income community safety net and revitalization efforts by building multi-racial coalitions efforts that engage nonprofits and grass-roots residents to address system and structural community development issues that include the intersection of race, economics and civic power.
- Resident led community and economic development, civic engagement strategies, community organizing models/methods and the active participation of individuals and community-based organizations to build ownership and improve their quality of life in low-income, racially diverse, and marginalized neighborhoods.
- Leadership development and engagement of grass-root residents to understand and engage in political issues, data analysis, impacts of race, class and culture on community participation, civic engagement, community development and the practice of democracy as a means of social, political, and economic change.

PROFESSIONAL EXPERIENCE

2010 - Present ***President and Chief Executive Officer,*** CDTech. Los Angeles CA.
As President and CEO, I am responsible for the implementation of CDTech's vision, mission and comprehensive programs. I manage the Board of Directors, supervise the senior leadership team to effectively meet our financial and programmatic responsibilities. My responsibilities, also include raising financial resources to support staff and programs, managing funding relationships. I provide strategic vision and manage political relationships in the community and academic institution. Oversee the academic and training Community Planning and Economic Development program at LATTC. Finally, I participate on panels and individual speaking roles to share CDTech's vision and strategies to stimulate community and economic development in the South Los Angeles region with a race equity and justice lens.

2004 - 2010 ***Vice President***, Working Democracy CDTech. Los Angeles CA.
Direct and manage the Working Democracy Division of CDTech, responsible for providing strategic vision, management, fund compliance and development, staff evaluation, and implementation of a multi-tiered program focused on building the capacity of residents, youth, emerging leaders, and traditional stakeholders to apply community building principles, systems, tools and knowledge to engage in community development issues affecting low-income communities in Los Angeles. In addition, I direct the Community and Economic Development Department's Community Planning program at LATTC.

2002 - 2004 ***Director,*** Community Planning Program at Los Angeles Trade Technical College, CDTech. Los Angeles CA.
Direct education and training programs that offered a Certificate Degree and an Associate of Arts Degree in the field of Community Planning and Economic Development. My responsibilities included: administration and management of the programs, student recruitment, marketing, curriculum development and faculty supervision. In addition, my duties also included program planning, community outreach, and fund development. As part of my campus responsibilities, I served on various committees and advised students.

2000 - 2002 ***Program Director,*** The MultiCultural Collaborative (MCC). Los Angeles CA.
Directed MCC's Neighborhood Development Projects, projects were focused on building strategic relationships among multi racial community stakeholders in different sectors of Los Angeles. Created networks of community leaders, organizations, residents, policy makers, and funding organizations to develop effective strategies aimed at affecting community change through a social justice perspective. Additionally, I was responsible for fund development, grant writing and reporting.

1997 - 2000 ***Project Director,*** The MultiCultural Collaborative (MCC). Los Angeles CA.
Coordinated the Community School Initiative program in the Watts community of Los Angeles, Developed programs in community capacity building and leadership networking. Served as a technical assistant and trainer to their community outreach efforts with an emphasis on building grass-root African American and Latino leadership cadres.

1995 - 1997 ***Director,*** Multicultural Education Consortium. Santa Barbara CA.
Developed and coordinated a project that attempted to diversify school staff and curriculum in the primary and secondary school district, through organizing, policy and training. I implemented a Latino and African American outreach and leadership project. Organized engagement campaigns, education sessions and policy circles that allowed for community input.

1991 - 1997 ***Director,*** Youth Development Programs, La Casa de la Raza Inc. Santa Barbara, CA.
Developed and coordinated youth development and leadership programs for low-income youth. Developed curriculum, grant writing, supervised staff and coordinated the Latino parent's network.

TEACHING/TRAINING

2000 – Present ***Adjunct Faculty***, Los Angeles Trade Technical College. Los Angeles, CA.
Community Planning and Economic Development (CPED) program: I teach multiple courses in the CPED program including Community Economic Development Strategies; Community Organizing; History of Development in South Central Los Angeles; Comprehensive Community Violence Prevention; Leadership Development; Community Building Principles and Engagement.

2000 – 2010 ***Training and Facilitation***, Consultant. Los Angeles and Santa Barbara, CA.
Developed, conducted, and facilitated numerous training formats and strategic planning efforts for individuals, non-profits and government agencies in areas such as: community and economic development, leadership training, social capital assessment and organizing, strategic planning, action-oriented planning, board and organizational development.

RESEARCH/CONSULTING PROJECTS

2002 **Research Consulting Project** - Central American Resource and Education Center. Los Angeles, CA.
Trained youth to develop an extensive research survey instrument to assess the economic, health, service, education, housing and leadership needs of residents in the Pico Union /Mac Arthur Park Neighborhood of Los Angeles. Conducted trainings and mentored 20 youth to conduct and evaluate the data in preparation for presentations for local elected officials, policy makers, service delivery organizations and community groups.

2001 **Research Consulting** - Political Field Director, Cepeda for Los Angeles City Council. San Pedro, CA.

2000 **Community Outreach** - Latino Eye Study, University of Southern California. La Puente, CA.
As the lead consultant, I developed a comprehensive outreach and awareness strategy to inform, recruit and engage Latinos in the first ever national eye study. My outreach campaign used a variety of different methodologies including asset mapping, community data indicators, leadership development, advertising, neighbor to neighbor outreach and faith-based presentations to ensure that 40,000 Latinos gained access.

1999 **Research Consulting Project**, Watts Neighborhood of Los Angeles. Los Angeles, CA.
Conducted a resident "Need Assessment" survey for the Watts Century Latino Organization. We surveyed and assessed the incidents of violence, resident needs and participation rate in leadership programs by Latinos and African Americans in (five) Watts area Housing Projects. Conducted a data analysis and provided program recommendations for the five housing projects in the Watts. The report was used by a HACLA Blue-Ribbon to mitigate system issues and bring resources to affected residents.

VOLUNTEER ACTIVITIES

2022 - Present	Board of Director's Chair, Latino Media Collaborative	Los Angeles, CA.
2017 - Present	County of Los Angeles Commissioner, Community Prevention and Pop. Task Force	Los Angeles, CA.
2016 - Present	Executive Committee, South Los Angeles Transit Empowerment Zone (SLATE-Z)	Los Angeles, CA.
2016 – Present	Founder, Los Angeles Latino Giving Circle, Latino Community Foundation	Los Angeles, CA.
2010 - Present	City of Los Angeles Commissioner, Commission on Community and Family Services	Los Angeles, CA.
2010 - Present	Board of Directors, Community Learning Partnership (CLP)	Washington, DC.
2010 - Present	Board of Directors, Los Angeles LDC	Los Angeles, CA.
2009 - Present	Board of Directors, Strategic Concepts in Organizing and Policy Education (SCOPE)	Los Angeles, CA.

LANGUAGES

Fluent in all aspects of the Spanish and English language – teaching, translation, interpreting, training, and facilitation can be conducted in Spanish language with materials.

Maria Ibarra Turrubiartes

Highlights

- Over 15 years of experience working with people from diverse backgrounds, emphasis on disability advocacy through direct service delivery and management/oversight
- Over 10 years of experience in placement services from providing direct services to coordination and oversight of employment services
- Over 12 years of experience in working in collaboration with specialized service division and vocational rehabilitation employment division.
- Over five years of experience developing cooperative contracts between DOR and community partners.

Professional Experience

Management, Oversight and Program Development

- Leading district operations of Department of Rehabilitation within the Greater Los Angeles District Region.
- Ensures that all offices within the Greater Los Angeles catchment area implement the VR programs in compliance with departmental regulations, policies, procedures and directives from Governor's Office and other state and federal agencies.
- Establish goals for the programs, including quality of services, production targets, and expansion of services.
- Leading and managing Staff Service Manager II, Staff Service Manager I -DOS, Psychologist, and assigned clerical support and analytical staff.
- Established partnership with LAUSD, LACOE, AJCC, Cal-State Los Angeles University, Regional Centers, California Conservation Corp, OYCR,
- Effectively leading staff development and adherence to policies and procedures.
- Responsible for comprehensive reviews outcomes, compliance, external and internal audits in accordance with RSA and D.O.R. standards.
- Representing the Department's vision and mission to public and private entities for the purpose of outreach, public relations and resource development.
- Collaborate with stakeholders such as Work Source Centers, EDD, Universities, Community Colleges, community partners, private employers and other external sources resulting in MOU's, Contracts, and fee for service programs.

Financial and Business Analysis

- Plan, review, monitor, and approve all relevant administrative budget information consistent with Department's fiscal management procedures to ensure efficient use of resources.

- Review and monitor case services monthly reports and applies information to provide continuous improvement for VR staff in service to consumers.
- Participates in providing analysis and recommendations in the development and or implementation of statues including WIOA, departmental regulations, policies, projects, and procedures.
- Assist in the development and implementation of VRED and district strategic plans; identifies, develops and supports activities to increase the quantity and quality of local and business engagement activities, and collaboration with job centers and the Workforce Innovation and Opportunity Act (WIOA) core partners

Employment History

Department of Rehabilitation (DOR) 2019-Present
Regional Director (SSMIII)
Greater Loas Angeles District

Department of Rehabilitation (DOR) 2018- 2019
District Administrator (SSMII)
Greater Los Angeles District

Department of Rehabilitation (DOR) 2015-2018
Team Manager (SSMI)
Van Nuys/Foothill District

Department of Rehabilitation (DOR) 2012-2015
Senior Vocational Rehabilitation Counselor-QRP
Van Nuys/Foothill District

Education

California State University, Los Angeles Los Angeles, CA
Master's Degree in Rehabilitation Counseling

California State University, Los Angeles Los Angeles, CA
Bachelor of Science in Rehabilitation Services

Professional Memberships/Service/Advisory Committees

City of Los Angeles Workforce Development Board (WDB) -Board Member 2018-Present

Honors and Awards

- **Certificate of Outstanding Leadership Award** (2017) SCRS- IL
  -In recognition of leadership and support to individuals with disabilities

- **Certificate of Partnership Award** (2016) SCRS- IL
  -In recognition of outstanding partnership

- **DOR** – **Excellence Award** (2014 and 2016)
  -In recognition of excellent contributions and services in meeting the mission and goals of the Department of Rehabilitation

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Steven Simon

PROFESSIONAL EXPERIENCE

Policy Director, January 2023 – present
Office of Board President Jackie Goldberg, Los Angeles Board of Education District 5

- Developed policy initiatives including a district-wide Charter School Co-Locations Policy, establishing rules to protect priority schools and vulnerable students from harms caused by school site sharing under California Proposition 39. (This policy was created following a resolution that I researched and drafted, and was adopted by the Board of Education.)

- Work with Board President Goldberg to prepare for Board of Education business, including Board and committee meetings. Research and recommendations on all matters before the Board, coordination with partners, development of committee agendas and Board district goals.

- Act as Board District 5 liaison to schools, community groups, activists, and funders related to the greening of campuses in Board District 5 schools. Following Boardmember Goldberg's policy priorities, research and draft resolutions for consideration by the full Board of Education.

Senior Program Manager for Strategic Partnerships and Initiatives, July 2017 – January 2023
Worker Education and Resource Center (WERC), Los Angeles, CA

- Led relationship development with elected officials, public sector, and philanthropic organizations in support of all programs, resulting in a new job training program that has placed over 300 workers with barriers to employment (unhoused, justice-impacted, and others) into jobs at the Los Angeles County Departments of Health Services, Public Works, Parks, and others.

- Wrote grants and other funding proposals that brought over $3 million to WERC programs, from public sector and philanthropic funders. This included relationship development, conceptualizing new programs, writing proposals, and doing regular reports to funders.

- Oversaw the work of eight staff, directly supervising two Project Developers, our Engagement and Recruitment Coordinator, and leading our Program Manager for Supportive Services in supervision of four Case Managers. Developed the program's framework for data capture, documentation, and reporting programmatic outcomes.

- Worked with participants in the classroom and one-on-one to assist them in securing stipends and other benefits, appealing and overturning negative hiring outcomes due to incarceration history, and developing interpersonal and professional skills needed to succeed on the job.

Consultant, September 2015 – September 2017
Self-Employed, Los Angeles, CA

- Research and strategy consultant for unions, non-profit organizations, and local governments, focusing on campaign strategy, regulatory issues, public budgets, and grant writing.

- Strategic insight on public sector budgets, Federally Qualified Health Clinic regulatory and reimbursement structure, and potential campaign targets informed strategy for organizing campaigns and union contract negotiations.

Senior Researcher, August 2011 to September 2015
Service Employees International Union - United Service Workers West, Los Angeles, CA

- Developed strategy and drove campaign components leading to recognition of union membership for 800 LAX workers. Won worker safety requirements for all airport contractors and improved health and safety training for hundreds of workers under the union contract. These measures came in the aftermath of a 2013 shooting and the 2014 death of a baggage handler due to employer health and safety violations.

- Wrote communications including letters from elected and community allies, union and member talking points, reports, and press releases. Helped develop the campaign's public narrative and pitched stories to the media.

- Worked closely with allies and other stakeholders, including community and activist organizations, elected officials' staff, regulatory agencies, and experts.

- Evaluated the Research Department's structure and operations, made recommendations for staffing, staff training, and improving department operations, and supervised the work of the campaign's junior researcher.

Senior Research Associate, May 2009 to August 2011
Service Employees International Union Local 721

- Won reduced caseloads and an agreement to hire 450 additional social workers. Anchored an effort to reform policies and procedures that contributed to an emergency response case backlog in Los Angeles County child protective services.

- Developed research plans and campaign strategy to advance the interests of 20,000 LA County members through day-to-day work on County issues, advocacy with County Supervisors' deputies and CEO and department staff, labor-management meetings and work groups, research on legislation, commissions, and boards, and other union priorities.

- Analyzed departmental budgets and budget requests, and studied specific budgetary segments and line items, including historical and projected funding levels, and the legislative and policy context leading to budgetary decisions.

- Facilitated contract negotiations, drafted legislation, and led labor-management meetings and work groups and other union priorities.

ADDITIONAL SKILLS

- Microsoft Office Suite, ESRI ArcGIS, and research services including Lexis-Nexis and Westlaw.

- Excellent writing skills, for a variety of purposes and audiences.

- Conversational Spanish.

EDUCATION

M.A., Urban Planning, 2008: University of California, Los Angeles, CA. *B.A., Public Policy – Urban Studies, 2004:* DePaul University, Chicago, IL.

Saba Waheed

WORK EXPERIENCE

Director, UCLA Labor Center, Los Angeles, CA
2023-Present

- Provide strategic leadership in planning and implementation of the center's programming, research, and public programs.
- Develop and guide the center's research, policy analysis and leadership programs in collaboration with staff and program teams.
- Work with the development committee to develop and initiate strategies for generating resources and revenues.
- With the communications team, develop communications strategy that includes earned and social media.
- Cultivate external relations with key stakeholders that include unions, policymakers, academics, funders, agency staff and students.
- Develop the organizational structure for the Center' financial and business operations, including the generation, management and reporting of project budgets.
- Direct personnel and program management at the center.

Research Director, UCLA Labor Center, Los Angeles, CA
2012-2023

- Design and conduct research projects and policy analysis related to labor, employment, immigrant and working people's issues using various methods such as interviews, surveys, and administrative data.
- Develop research strategies and new research initiatives based on current trends and changes in key issues and information needs of low wage, immigrant, and labor movements.
- Build research capacity of staff, students, and community partners through trainings, curricula development, peer learning, teaching, and mentoring with a particular focus on bringing underrepresented people into the research and policy pipeline.
- Disseminate work through traditional and innovative communication methods to reach a broad audience.
- Use art and multimedia tools, such as audio stories, animated videos, short film and photo exhibits to expand the reach of the research to diverse audiences.

- Build long-lasting partnerships through research with key stakeholders including community organizations, worker centers, labor unions, government agencies, and other researchers and academics.
- Support fundraising efforts, facilitate strategic research planning processes and participate in project and organizational-wide meetings.

Research Director, DataCenter, Oakland, CA
2004-2012

- Directed research studies on various issues such as labor, housing, transportation, etc. and in partnership with impacted communities.
- Prepared study proposals, trained staff and interns on research methods, designed study instruments and methodology, conducted data analysis and literature reviews, and summarized findings.
- Utilized participatory research methods to engage community members and developed a new framework for community-based research called research justice.
- Developed popular education tools and trainings to transfer research skills to community members.
- Drafted reports and supported the dissemination of the findings to key stakeholders and media outlets.
- Presented at universities, media events and research institutions on research justice and practice.
- Participated in a leadership team that entailed organizational oversight including fundraising, budgeting, staff supervision and strategic planning.

Researcher, Urban Justice Center, New York, NY
2002-2004

- Developed and launched the Research and Policy Initiative that partnered with low income communities in New York City to develop community-led research projects.

TEACHING

Lecturer

- Summer 2023, Lecturer, Labor STD 191A: Labor Summer Research Program, UCLA
- Summer 2023, Lecturer, Labor STD 191B: Labor Summer Research Program, UCLA
- Summer 2022, Lecturer, Labor STD 191A: Labor Summer Research Program, UCLA
- Summer 2022, Lecturer, Labor STD 191B: Labor Summer Research Program, UCLA
- Summer 2021, Lecturer, Labor STD 194A: Labor Summer Research Program, UCLA
- Summer 2021, Lecturer, Labor STD 194C: Field Research Group Seminar, UCLA
- Summer 2020, Lecturer, Labor STD 194A: Labor Summer Research Program, UCLA
- Summer 2020, Lecturer, Labor STD 194C: Field Research Group Seminar, UCLA

- Summer 2019, Lecturer, LBR&WS 194A and LBR&WS 195A, Labor Summer Research Internship Program (LSRIP), UCLA
- Summer 2018, Lecturer, LBR&WS 194A and LBR&WS 195A, Labor Summer Research Internship Program (LSRIP), UCLA
- Fall 2017, Instructor, Community Based Research and Organizing, Los Angeles Trade Technical College (LATTC)

Instruction

- Fall 2015, Winter 2016, Winter 2017: Co-Instructor, Social Movements in Los Angeles, UCLA.
- Spring 2016, Co-Instructor, Undergraduate Research Seminar on Young Workers, UCLA.
- Summer 2014, Co-Instructor, Labor Summer Research Internship Program (LSRIP), UCLA.
- Fall 2001, Teaching Assistant for Professor Michael Taussig, Columbia University

Ongoing: Applied research trainings at universities, conferences and community organizations and curriculum development.

EDUCATION

Columbia University, New York, NY
1999-2002
MA Anthropology (2000) and three years of coursework for Ph.D. Awards: Foreign Language and Areas Studies Fellowship (2001-02). Summer Field Research: Argentina (2000), Spain (2001).

University of California at Berkeley, CA
1992-1996
BA English and Religious Study.

ACADEMIC PUBLICATIONS

- Sharma, P., Stepick, L., Shadduck-Hernández, J., & Waheed, S. (2021). Time Theft in the Los Angeles Retail Sector: The Need for New Labor Standards and a Fair Workweek. Labor Studies Journal, 0160449X211033664.
- Koonse, T., Herrera, L., Waheed, S., Shadduck-Hernández, J., Gonzalez-Vasquez, A. L., & Flowers, K. (2021). More Than a Gig?: Ride-hailing in Los Angeles County. In The Gig Economy (pp. 34-46). Routledge.

- Koonse, T., & Waheed, S. (2020). Inside the Gig Economy. Issues in Science and Technology, 36(3), 94-95.
- Van der Ryn, J., Lucko, J., Wilson, T., Carrera, O., Kim, M., Assil, R., Waheed, S., Lee, J., Garcia, D. & Hogan, B. (2014). Voces Del Canal: Building Safe Communities Through Strong Partnerships in the Canal.

RESEARCH REPORTS

2023

- *Nailing New Labor Models: Exploring Sectoral Boards and High Road Training Partnerships in the Nail Salon Sector,* UCLA Labor Center and California Healthy Nail Salon Collaborative
- *Analysis of High Volume For-Hire Vehicle Data for New York City*, UCLA Labor Center and New York Taxi Workers Alliance

2022

- *Working Under COVID-19: Experiences of Nail Salon Workers in California, New York, Pennsylvania & New Jersey*, UCLA Labor Center, California Healthy Nail Salon Collaborative, VietLead, Adhikaar.
- *Lives & Livelihoods: California's Private Homecare Industry in Crisis.* UCLA Labor Center, Golden Gate University School of Law Women's Employment Rights Clinic, Hand in Hand:The Domestic Employers Network, California Domestic Workers Coalition, and Pilipino Workers Center.
- *Fast-Food Frontline: COVID-19 and Working Conditions in Los Angeles*. UCLA Labor Center.

2021

- *Reopening During COVID-19: The Experience of Nail Salon Workers and Owners in California.* The California Healthy Nail Salon Collaborative and the UCLA Labor Center.
- *Back to the "New Normal": Workers and Learners Navigate Campus and Workplace Reopening.* UCLA Labor Center.
- *The Fast-Food Industry and COVID-19 in Los Angeles.* UCLA Labor Center and UC Berkeley Labor Center.

2020

- *Profile of Domestic Workers in California.* UCLA Labor Center and the California Domestic Worker Coalition.
- *Worker Ownership, COVID-19, and the Future of the Gig Economy.* UCLA Labor Center.
- *Union Values and LGBTQ+ Worker Experiences: A Survey of UFCW Workers in the United States and Canada.* UCLA Labor Center and UFCW OUTreach.
- *Workers and Learners during a Global Pandemic and Social Uprising.* UCLA Labor Center.

- *A Survey of Workers and Learners in Los Angeles County during COVID-19.* UCLA Labor Center.
- *Unseen Costs: The Experiences of Workers and Learners in Los Angeles County.* UCLA Labor Center
- *A Survey of Nail Salon Workers and Owners in California During COVID-19.* The California Healthy Nail Salon Collaborative and the UCLA Labor Center.
- *Reimagined Recovery: Black Workers, the Public Sector, and COVID-19.* UCLA Labor Center
- *Young Workers in California: A Snapshot.* UCLA Labor Center

2018

- *Nail Files: A Study of Nail Salon Workers and Industry in the United States*. UCLA Labor Center and California Healthy Nail Salon Collaborative.
- *More than a Gig: A Survey of Ride-Hailing Drivers in Los Angeles*. UCLA Labor Center.
- *Hour Crisis: Unstable Schedules in the Los Angeles Retail Sector*. UCLA Labor Center and Los Angeles Alliance for a New Economy.

2017:

- *Struggles and Support: Homecare Employers in California*. UCLA Labor Center, Hand in Hand: The Employers Network, Senior and Disability Action, Pilipino Workers Center and Caring Across Generations.
- *Ready to Work, Uprooting Inequity: Black Workers in California Research Brief*. UCLA Labor Center.
- *Ready to Work, Uprooting Inequity: Black Workers in Los Angeles.* UCLA Labor Center, Los Angeles Black Worker Center and the UCLA Institute for Research on Labor and Employment.
- *Emergency Medical Services in California: Wages, Working Conditions, and Industry Profile*. UC Berkeley Labor Center and UCLA Labor Center.

2016:

- *Immigrant Youth in the Silicon Valley, Together We Rise*. UCLA Labor Center.
- *Juggling Time: Young Workers and Scheduling Practices in Los Angeles' Service Sector*. Center for Law and Social Policy (CLASP) and UCLA Labor Center.
- *Profiles, Practices and Needs of California's Domestic Work Employers*. UCLA Labor Center.
- *Undocumented and Uninsured Part 4: The Power of a Healthy Community*. UCLA Labor Center.

2015:

- *I am a #YoungWorker: Retail and Restaurant Workers in Los Angeles*. UCLA Labor Center.
- *Young Workers in Los Angeles: A Snapshot*. UCLA Labor Center.
- *Los Angeles Rising: A City that Works for Everyone*. Economic Roundtable, UCLA Labor Center and UCLA Institute for Research on Labor and Employment.

- *Ridesharing or Ridestealing? Changes in Taxi Ridership and Revenue in Los Angeles*. UCLA Labor Center.
- *Undocumented and Uninsured Part 3: Pol[ice] in my Head*. UCLA Labor Center.
- *Building a Movement Together: Workers Centers and Labor Union Affiliations*. UCLA Labor Center.
- *Hanging by a Thread! Los Angeles Garment Workers' Struggle to Access Quality Care for their Children*. UCLA Labor Center. [research contribution]

2014:

- *Exploring Targeted Hiring: An Assessment of Best Practices in the Construction Industry*. UCLA Labor Center.
- *Orange County on the Cusp of Change*. UCLA Labor Center.
- *Undocumented and Uninsured Reports 2: Band-Aid Care*. UCLA Labor Center.
- *Undocumented and Uninsured Reports 1: No Papers, No Health Care*. UCLA Labor Center.

2012:

- *Home Economics: The Invisible and Unregulated World of Domestic Work*. National Domestic Workers Alliance, University of Illinois Chicago, DataCenter (research contribution).
- *The Hands That Feed Us: Challenges and Opportunities for Workers Along the Food Chain*. Food Chain Workers Alliance (research contribution).

2010:

- *Check Please! Health and Working Conditions of San Francisco's Chinatown Restaurant Workers*. Chinese Progressive Association.
- *We Call These Projects Home: Solving the Housing Crisis from the Ground Up*. Right to the City.

2009:

- *ReClaiming Koreatown: A Prescription for the Current and Future Needs of Koreatown Residents*. Koreatown Immigrant Workers Alliance and DataCenter.

2007:

- *Behind the Test Scores: Teaching and Learning Under Arrest*. Justice Matters and DataCenter.
- *Towards a Community Agenda: A Survey of Workers and Residents in Koreatown, Los Angeles*. Koreatown Immigrant Workers Alliance and DataCenter.
- *Behind Closed Doors: Working Conditions of California Household Workers*. Mujeres Unidas y Activas, Day Labor Program Women's Collective of La Raza Centro Legal and DataCenter.

2006:

- *Home Is Where the Work Is: Inside New York's Domestic Work Industry*. Domestic Workers United and DataCenter.

2003:

- *Unfare: Taxi Drivers and the Cost of Moving the City*. Urban Justice Center.

2002:

- *Ripple Effect: The Crisis in NYC's Low-Income Community After September 11th.* Urban Justice Center.

SELECT CONFERENCES AND PRESENTATIONS

- Background and history of the nail and hair salon movement., Advancing Worker Health and Safety in the Nail and Hair Salon Communities Research Convening, June 2022.
- Ridehailing in a Post-COVID World, UCLA Luskin Summit, January 2022.
- Workers and Learners in Los Angeles County, All In Co-Creating Knowledge for Justice, UC Santa Cruz, October 2022.
- Responding to Prop-22 and Preparing for Similar Campaigns in Other States, EARNTalks, January 2021.
- Sectoral Restructuring: Upcoming Policy Opportunities and Challenges, Neighborhood Funders Group, March 2021.
- The California Primer: Workers, Wins and Why it Matters, LIFT Fund, October 2019.
- Experiences of Young Learners in the Los Angeles Retail and Restaurant Sectors, AERA Conference, April 2019.
- Experiences of Young Learners in the Los Angeles Retail and Restaurant Sectors, Urban Affairs Association, April 2019.
- When Your Boss is an Algorithm: Exploring the Workplace, Legal, and Policy Implications for Workers, Labor and Employment Relations Association (LERA), June 2019.
- Who do you want to be? Classification and Conditions in Algorithmic Work, Labor Research Action Network (LRAN), June 2019.
- Resistance through Research: Social Justice Research and Activism in the Trump Era, UCLA Luskin Graduate Student Conference, April 2018.
- Ready to Work, Uprooting Inequity: Black Workers in Los Angeles County, Center for Political Education, November 2017
- Building Gender Justice Through Strategic Research and Collective Action, Ms. Foundation, Jobs with Justice, LRAN, June 2015

SELECT TESTIMONIES

- California Senate Committee on Labor, Public Employment and Retirement, Presentation on the evaluation of the Domestic Workers and Employer Outreach and Education Program, April 2023.
- California Senate Committee Maximizing Industry and Workforce Opportunities, Presentation on gender and racial equity in climate resilience funds, March 2023.
- U.S. Commission on Civil Rights, California Advisory Committee, Presentation on AB5 and its impact on women and people of color, March 2022.
- California Judiciary Committee Meeting, Presentation on working conditions in the fast food sector, April 2021.
- Los Angeles City Hall Economic Development Committee, Presentation on scheduling practices in retail, June 2019.

AFFILIATIONS

- Pritzker Emerging Environmental Geniuses Award Faculty Committee, Institute of the Environment and Sustainability at UCLA.
- Member, UCLA Center for Cannabis and Cannabinoids.
- Research Advisory Committee, Who Cares? Rebuilding Care in a Post-Pandemic World.
- Board President, Los Angeles Pilipino Workers Center.

AWARDS

- 2016, Dignity Rising Champion presented by the California Domestic Workers Coalition.
- 2016, Water~Stone Fiction Prize.
- 2015, Gracie Award for Outstanding Portrait/Biography awarded by the Alliance for Women in Media Foundation.
- 2015, Lemelson Award for Innovative Digital Projects in Social Research.
- 2012, Koreatown Immigrant Workers Alliance Partner Award.
- 2002, Honorable Mention Student Film Competition, InfoTechWarPeace, Watson Institute at Brown University.

RADIO/PODCAST

Co-Producer and Co-Host, Re:Work Radio at the UCLA Labor Center
2013-Present

- Co-produce and co-host podcast focused on work and labor issues through long form storytelling. Produce half hour, edited show release on podcast platforms.

Co-Producer and Co-Host, Flip the Script, KPFK, Los Angeles CA
2009-2019

- Co-produce and co-host weekly interview show that covers a wide range of progressive issues, politics, arts and culture within Los Angeles and nationally.

SKILLS

- Methodology: Experience working with large datasets including CPS, ACS, and LEHD. Survey, interview and focus group design. Literature review. Policy analysis. Sectoral analysis.

- Computer: SPSS, Dedoose, Survey Monkey, Qualtrics, Office, Powerpoint, Prezi. Language: Fluent in Hindi/Urdu. Basic knowledge of Spanish.

Steve Zimmer

Deputy Superintendent of Public Instruction
California Department of Education

Professional Experience

2021-present: **Deputy Superintendent of Public Instruction, California Department of Education Student Support Services Branch**
Portfolio includes the College and Career Transition Division and the Whole Child Division (over 200 direct report staff) as well as the statewide implementation of the California Community Schools Partnership Program (CCSPP). Portfolio also includes statewide implementation of school-based mental health programs, career and technical education (CTE), school-based health clinics, school safety and violence reduction programs, adult education, school to work programs and TUPE programs. Responsible for competitive distribution of over $10 Billion in grant programs annually. Also lead Superintendents Task Forces on Declining Enrollment and Reducing Chronic Absenteeism as well as the State Student Attendance Review Board (SARB)

2017-2021: **Senior Education Advisor, Los Angeles Mayor Eric Garcetti**
Portfolio included The Los Angeles College Promise, The Early Childhood Education Equity Initiative, The Los Angeles Federal Promise Zones, Education Labor/Community Relations, All City and Regional Cradle to Career Initiatives, Early Care and Education Initiatives and all TK-16 Public Education Policy and Programs

2015-2017: **President, Board of Education Los Angeles Unified School District, Los Angeles, CA**

2009-2017: **Member, Board of Education: District Four Los Angeles Unified School District (LAUSD) Los Angeles, CA (Elected Vice President: July, 2013**)

2011-present: **Adjunct Professor, Department of Urban and Environmental Policy, Occidental College, Los Angeles, CA**

2010-present: **Adjunct Professor, Department of Counseling and Administration, California State University, Los Angeles**

1999-2009: **Intervention Programs Counselor and Program Director, John Marshall High School (LAUSD)**

1992-2009: **Teacher of English as a Second Language (ESL), English, Education and History at John Marshall High School (LAUSD).**

1992- 2009: **Project IMPACT Counselor, John Marshall High School**

1998-2009: **Program Director, Marshall Multilingual Teacher Career Academy**

Educational History

M.S. in Counseling and Administration, California State University, Los Angeles, September, 2006

With Honors: also completed all course work for Preliminary Administrative Credential

B.A. Goucher College, Baltimore, Maryland 1992, Cum Laude

Phi Betta Kappa, General Honors and Honors in Political Science and American Studies

Single Subject Credential, Chapman University, 1996

3.8 G.P.A.; Significant Graduate Education Course Work at California State University, L.A.

State of California Teaching Credential in English with Supplemental Authorization in Social Studies; CLAD Credential for teaching English Language Learners (valid through 2027)

State of California Counseling and Pupil and Personnel Services (PPS) Credential (valid through 2027)
Child Welfare and Attendance (CWA) Credential (valid through 2027)

Volunteer and Leadership Positions

2019-2022: Member, Los Angeles County Commission for Children, Youth and Families

1995- present: Volunteer Board Member, Elysian Valley United

2004-2009: Member, Community Relations Committee, The Los Angeles Dodgers

2007-2017: Member, Board of Advisors, Peace Over Violence

2002-2005: Board Member and Land Use and Strategic Planning Committee Chair, Elysian Valley-Riverside Neighborhood Council, City of Los Angeles

2003-2006: Member, Elysian Park Master Plan Revision Committee, City of Los Angeles

1998- 2003: Vice President and Board Member, (District 13) Citizens Unit for Participation, Community Development Department, City of Los Angeles

1994-1999: Founder and Lead Organizer, ON CAMPUS

Awards and Recognition

2017: Distinguished Service to the Children of Los Angeles: Los Angeles City Council
2016: Community Change Agent Award: Teach for America, Los Angeles
2015: Mon. Oscar Romero Community Service Award: Salvadoran American Legal Defense Fund
2015: Good Food Hero of the Year: Los Angeles Food Policy Council
2013: Friend of School Mental Health: Los Angeles School Mental Health Foundation
2012: Elected Official of the Year, California School Counseling Association
2006: Distinguished Alumni Award for Excellence in Public Service, Goucher College
2004: Jackie Goldberg Community Partner Award, LACER Education Foundation
1999: Carino Award, El Centro Del Pueblo
1998: Angels Over Los Angeles Award, City of Los Angeles
1998: Outstanding Teacher Award, Southern California Council of Social Studies Teachers
1997: Hometown Hero Award, The Los Angeles Dodgers
1996: Friend of Bilingual Education Award, United Teachers Los Angeles

References

Hon. Eric Garcetti, Former Mayor, City of Los Angeles
Hon. Dr. George McKenna, Board of Education LAUSD
Hon. Jackie Goldberg, Board of Education LAUSD
Supt. Ramon Cortines, Los Angeles Unified School District (Ret.)
Supt. Vivian Ekchian, Glendale Unified School District (Ret.)
Dr. Emily Hernandez, Professor, California State University, Los Angeles
Dr. Peter Drier, Professor, Occidental College
Ms. Gloria Moya Vargas, Continuation High School Teacher, Central High School
Mr. Nestor Albert Vargas, Executive Director, Elysian Valley United
Dr. Tamara Hunter, Executive Director, LA County Commission on Children and Families
Mr. George Weaver, Executive Vice President, Brotherhood Crusade
Ms. Lisa Salazar, General Manager City of Los Angeles Youth Development Department
Mr. David Goldberg, President, California Teachers Association

Agustin Cabrera

PROFESSIONAL EXPERIENCE

Policy Director, Strategic Concepts in Organizing and Policy Education **December 2021-Present**

- Leads the organizations development and implementation of policy and electoral interventions that build grassroots power and advance our systemic change goals
- Ensures consistent political analysis and voice in SCOPE's external communications
- Works closely with the Director of Programs to advance grassroots-led policy solutions and electoral campaigns as part of an integrated power building strategy
- Provides supervision and thought partnership to a team of staff and consultants as needed to collectively advance department, campaign and organizational goals
- Identifies, develops and implements trainings, systems, and tools for staff and grassroots membership to inform their political analysis and strengthen their advocacy skills

Project Director, RePower LA, Los Angeles Alliance for a New Economy **January 2016- December 2021**

- Advanced community and labor driven policy solutions and electoral campaigns including: $2 billion for Utility Debt in 2021 CA Budget, LADWP Community Solar and Shared Solar for Renters Program, LA County Measure W, LADWP Utility Pre-Craft Trainee Program
- Managed and developed strategic campaign plans, leadership development programs, civic engagement programs, political delegations, community and coalition convenings, and led public actions.
- Managed and developed policy and budget briefs, memos, fact sheets, power mapping, research projects focused on clean energy, energy burden, energy affordability, and workforce development
- Managed and developed campaign framing and messaging, popular education materials, website and social media content, press releases, op-eds, spokesperson training, and media events
- Identified and provided relevant and regular training opportunities for staff
- Cultivated relationships with local, county and state decision-makers, including LADWP, LA City Council, CA State Legislature, CA Governor's Office, and the Department of Community Services and Development
- Built and maintained relationships with environmental justice, environmental, community-based organizations, workforce development, and labor unions
- Worked with Executive Director and Grants Director to inform grant opportunities and report writing
- Supervised team of policy, research, communications, organizing and outreach staff

Lead Organizer, External Organizing, SEIU-UHW **2012-2015**

- Organized approximately seven hundred hospital workers to win their NLRB elections in recognition of union representation across Southern California
- Directly managed a team of three and a worker committee of over thirty individuals in NLRB elections
- Developed and facilitated trainings for staff and workers on the fundamentals of organizing
- Mobilized hundreds of workers in local and statewide political actions, GOTV efforts
- Developed campaign plans and worker development plans for several external organizing efforts
- Facilitated WAVE I and WAVE II staff development programs with SEIU International

EDUCATION

California State University, Los Angeles, B.A. Latin American Studies, Summa Cum Laude May 2018
California State Polytechnic University, Pomona, Biological Sciences 2005-2010

LEADERSHIP EXPERIENCE

Chair, Advisory Council, Solar on Multifamily Affordable Housing (SOMAH) **2019-Present**
California Public Utilities Commission
Board Member, Venice YouthBuild, Venice, CA , **2016-2017**

SUMMARY OF SKILLS

- Effective campaign and political strategist
- Equity focused program and policy development
- Keen understanding of political, labor and advocate landscape in Los Angeles region
- Manage organizing, policy, research, and communications staff.
- Ability to establish and maintain rapport and credibility with diverse stakeholders
- Excellent written, spoken, and public presentation skills
- Proficient in written and conversational Spanish

Sean E. Fleming Jr.

EDUCATION **University of California, Berkeley, May 2010** *Bachelor of Arts, Legal Studies*

PROFESSIONAL EXPERIENCE

01/22- present **SEIU- United Healthcare Workers (UHW) – Los Angeles, CA**
Political Coordinator

- Led a union-wide committee to plan the SEIU-UHW's Labor Day Actions/Marches/Civil Disobedience in Oakland, Los Angeles, and San Diego, which set the stage for the largest healthcare worker strike in the history of the United States
- Oversaw a team of five political organizers based in Northern California and Central Valley, who executed political programs, while developing and evaluating their skills
- Oversaw the Union's program to increase the amount of appointed and elected California Democratic Party delegates from 27 to 39
- Liaised with SEIU State Council to coordinate efforts between them and SEIU-UHW staff
- Oversaw Election Leaders Program, which trained members how to run a virtual statewide phone bank for independent expenditure campaigns, supporting the election of various healthcare champions in the state legislature
- Coordinated with managers across divisions to ensure union-wide success on electoral, organizing, and bargaining campaigns.
- Oversaw Leaders to Lawmakers Program, which trained members how to establish/maintain relationships, share their stories, and lobby state legislators, helping to secure a $25 minimum wage for healthcare workers passed and signed by Governor Newsom

08/21- 09/21 **Stop the Republican Recall of Governor Newsom Campaign – Los Angeles, CA**
Statewide GOTV Volunteer Director

- Coordinated with labor unions and community organizations to mobilize a statewide base of volunteers to phone bank and canvass voters during GOTV

06/20- 12/22 **SEIU- United Healthcare Workers (UHW) – Los Angeles, CA**
Lead Political Organizer

- Oversaw a team of five political organizers based in Northern California and Central Valley who executed political programs, while developing and evaluating their skills
- Liaised with SEIU State Council to coordinate efforts between them and SEIU-UHW staff
- Oversaw Election Leaders Program, which trained members on how to run a virtual statewide phone bank for independent expenditure campaigns, supporting the election of presidential candidate Joe Biden and U.S Senate candidates Mark Kelly, Jon Ossoff, and Ralphael Warnock in the 2020 General and 2021 Special Election in California, Arizona and Georgia
- Oversaw the Union's program to increase the amount of appointed and elected California Democratic Party delegates from 14 to 27
- Coordinated with managers across divisions to ensure union-wide success on electoral, organizing, and bargaining campaigns.
- Oversaw Leaders to Lawmakers Program, which trained members how to establish/maintain relationships, share their stories, and lobby state legislators, helping to get legislation like PPE Stockpile requirements for hospitals, COVID Sick Leave, and Retention Bonuses for Healthcare Workers passed and signed by Governor Newsom

01/17- 05/20 **SEIU- United Healthcare Workers (UHW) – Los Angeles, CA**
Regional Political Organizer

- Developed and implemented the Leaders to Lawmakers Program, a statewide political program which created teams of five members for 90 state legislators to develop and build and maintain relationships
- Led ballot measure campaign to establish a $18 minimum wage for healthcare workers in the City of Pomona
- Worked with the City of Los Angeles to pass resolutions, supporting state legislation which would improve standards for healthcare workers and patients
- Trained members how to run phone bank offices for independent expenditure campaigns supporting various local and state legislative candidates
- Organized and prepped members to lobby local, state, and federal government on policy that improves standards for workers and patients
- Organized elected officials, central labor councils, faith leaders, community groups, Democratic clubs, and health organizations to support/endorse legislation and organizing/bargaining campaigns
- Recruited member leaders to participate in local, state, and federal endorsement townhalls

08/11- 12/16 **U.S. Congresswoman Maxine Waters (CA-43) – Los Angeles, CA**
Ranking Member, U.S. House Financial Services Committee
Field Representative and Constituent Caseworker

- Manage a portfolio of constituent affairs cases relating to federal agencies including all military branches, Department of Veterans Affairs, USPS, Bureau of Prisons, IRS, Social Security, Medicare, FEMA, Department of Labor, and Homeland Security issues
- Advise and counsel the Congresswoman on policy matters related to legislation affecting the U.S. Postal Service, public housing, homelessness, veterans affairs and other local issues
- Serve as the official spokesperson for the Congresswoman at a myriad of community events including groundbreaking ceremonies, city council meetings, and State of the City addresses
- Develop and maintain community relations with constituents, community organizations, elected officials, faith-based organizations and businesses at district events in Torrance, Lomita, Lawndale, Gardena, Hawthorne, Marina Del Rey, Playa Del Rey, Playa Vista, Inglewood, Los Angeles, and Watts
- Draft official statements for speaking engagements at town halls, press conferences, and Veterans Day and Memorial Day ceremonies
- Draft resolutions, letters and condolences for high-level government, community officials, celebrations of life, award dinners, and scholarship luncheons
- Manage a team of resident organizers focused on various issues related to public housing regulated by Los Angeles City and County Public Housing Authorities
- Conduct public outreach in support of $13 billion dollar legislation to end homelessness in America

05/10- 08/10 **U.S. Congresswoman Maxine Waters (CA-35) - Washington, DC**
Congressional Black Caucus Foundation Intern

- Managed office duties including both phone and e-mail correspondence with constituents and represented Congresswoman Waters at weekly hearings and briefings
- Drafted responses to requests from constituents as well as local, regional, and national organizations and government agencies

PROFESSIONAL DEVELOPMENT

07/2014 **Congressional Black Caucus Political Education & Leadership Institute – Washington, DC**
2014 Political Leadership Training Boot Camp, Ten days

BOARD LEADERSHIP

06/16- 6/17 **Alpha Phi Alpha Fraternity, Inc. - Los Angeles, CA (Beta Psi Lambda Chapter)**
Political Director, Executive Board

12/15- 12/17 **New Frontier Democratic Club - Los Angeles, CA**
Club Representative to California Democratic Party

01/12-11/15 **Black Los Angeles Young Democrats (BLAYD) – Los Angeles, CA**
Vice President, Executive Board

08/10-08/11 **California Young Democrats, Black Caucus Executive Board – Los Angeles, CA**
Regional Director of Los Angeles

09/05- 05/10 **Alpha Phi Alpha Fraternity Inc. - Berkeley, CA**
Chair of "Voteless People is a Hopeless People" Initiative

9/04 – 6/05 **Residence Hall Association - Berkeley, CA**
Chair of Finance Committee

SKILLS

- Fluent in American Sign Language, conversational Spanish

Ben Garcia

PROFESSIONAL QUALIFICATIONS

- 20 years of construction industry experience (15 years as a Journey-Level Carpenter)
- 15 years of developing successful union-building and construction trade pre-apprenticeship/apprenticeship readiness programs
- 10 years of experience instructing and implementing North America's Building Trades Unions Multi-Craft Core Curriculum (MC3) programming
- 10 years of experience as an authorized Department of Labor OSHA Outreach Instructor
- 9 years of experience as a certified Home Builder's Institute P.A.C.T. Instructor
- Subject Matter Expert/Technical Assistance Coach on Building Trades Apprenticeships
- Strong leadership abilities and excellent training skills
- Possesses strong organizational skills

PROFESSIONAL EXPERIENCE

Executive Director, *Apprenticeship Readiness Fund – Los Angeles & Orange Counties Building & Construction Trades Council AFL-CIO (Los Angeles, CA), March 2024 to Present (3 Months)*

- Oversees daily operations of the FUND, including but not limited to assurance of meeting organizational goals and desired impact, fiscal responsibilities and organizational growth and sustainability
- Coordinate Multi-Craft Core Curriculum (MC3) programming in partnership with 25 affiliates that include community colleges, community based organizations and school districts
- Serve as the workforce development liaison for the LA/OC Building Trades council with both public and private entities

Program Director, *Apprenticeship Readiness Fund – Los Angeles & Orange Counties Building & Construction Trades Council AFL-CIO (Los Angeles, CA), Feb. 2019 to March 2024 (5 years +)*

- Coordinated Multi-Craft Core Curriculum (MC3) implementation at more than 22 MC3 programs in Los Angeles and Orange Counties
- Coordinated Supportive Services for all MC3 Program graduates, including case management, career readiness and connecting ready applicants with the building trades' apprenticeship coordinator for placement opportunities
- Established professional development programming for the MC3 network of trainers
- Established and maintained a database of MC3 graduates and implemented a process for ongoing communication to assist the Building Trades with its hiring needs, resulting in more than 1,500 MC3 graduates entering Registered Apprenticeship

Regional Coordinator, *YouthBuild Construction Academy/YouthBuild Charter School of California (Los Angeles, CA) Sept. 2015 to Feb. 2019*

- Coordinated Multi-Craft Core Curriculum (MC3) implementation at more than 19 YouthBuild programs in Southern California
- Coordinated Supportive Services for all YouthBuild/MC3 Program graduates, including case management, career readiness and connecting ready applicants with the building trades' apprenticeship coordinator for placement opportunities
- Established professional development program and implementation for YouthBuild network of trainers, both locally and nationally, to improve on the quality of curriculum implementation and hands-on training
- Established and maintained a database of MC3 graduates and implemented a process for ongoing communication to assist the Building Trades with its hiring needs, resulting in more than a record setting number of YouthBuild graduates entering Registered Apprenticeship

Consultant/Subject Matter Expert (SME)-Building Trades Apprenticeship Programming, *Department of Labor/YouthBuild USA (National) Sept. 2015-2017 (2 years)*

- Assisted in developing a network of MC3 programs in Atlanta, Georgia in partnership with the Georgia Building Trades, North America's Building Trades Unions and
- Assisted in program development, instructor development, and facility/training space development
- Assisted in creating and establishing relationships with the local building trades unions to assist with placement in high road construction careers

Director of Operations, *LA CAUSA YouthBuild (Los Angeles, CA) May 2013 to Sept. 2015 (2 years, 4 months)*

- Improved the apprenticeship readiness training provided to at-risk and adjudicated/probation youth aged 18-24 by establishing and maintaining infrastructure
- Responsible for curriculum implementation and Industry Recognized Credentialing in: HBI PACT and MC3
- Responsible for providing additional trainings in OSHA 10 and coordinating CPR/First Aid
- Instructed youth in vocational training, including electrical, carpentry, plumbing and masonry
- Created and maintained partnerships with local trade representatives, city and community leaders
- Established relationships with local community housing development organizations to provide quality rehabilitation projects for YouthBuild trainees to hone their skills on a working jobsite, including partnerships with Habitat for Humanity, GRID Alternatives, the cities of Commerce, El Monte and Baldwin Park
- Managed all facets of construction projects including: budgets, timelines, material take offs, cost estimating

Site Director, *San Gabriel Valley Conservation Corps (El Monte, CA)*
June 2011 to May 2013 (2 Years)

- Promoted to this position to assist the organization in building cohesiveness between the academic provider, YouthBuild Charter School of California, and the Conservation Corps operations; responsibilities included:

- Creating and aligning class matrices with Conservation Corps operations
- Establishing partnerships with public and private entities to ensure placement opportunities for program graduates
- Creating and implementing new policies and procedures to combat issues in staffing and programming
- Working to improve staff morale to slow high staff turnover

Construction Manager/Apprenticeship Readiness Instructor, *San Gabriel Valley Conservation Corps (El Monte, CA) September 2010 to May 2013 (2 Years, 4 Months)*

- Hired to provide quality apprenticeship readiness training to at-risk and adjudicated/probation youth ages 18-24 years of age
- Established the apprenticeship readiness programming at SGVCCYB by:
  - Establishing and maintaining much needed infrastructure: built a training facility, created inventory and tool check out processes
- Responsible for curriculum implementation and Industry Recognized Credentialing in: HBI PACT and MC3
- Responsible for providing additional trainings in OSHA 10 and coordinating CPR/First Aid
- Instructed youth in vocational training, including electrical, carpentry, plumbing and masonry
- Creating and maintaining partnerships with local trade representatives, city and community leaders
- Establishing relationships with local community housing development organizations to provide quality rehabilitation projects for YouthBuild trainees to hone their skills on a working jobsite
- Managing all facets of construction projects including: budgets, timelines, material take offs, cost estimating

Executive Director, *The Jerry Ortiz Memorial Boxing and Youth Fitness Gym (non-profit) (El Monte, CA) June 2006 to March 2009 (3 years)*

- Developed programs and operations for training at-risk and adjudicated youth in physical fitness and discipline in conjunction with the El Monte Police Department Community Relations Office
- Managed all volunteer trainers
- Planned, developed and implemented fundraising events

VOLUNTEER WORK

- **Committee Chair,** Career & Technical Education Advisory Committee (CTEAC), Los Angeles Unified School District (LAUSD)
- **Board Member,** Los Angeles County Workforce Development Board
- **Member,** Career & Technical Education Advisory Council, Division of Adult & Career Education, Los Angeles Unified School District (LAUSD)
- **Participant,** City of Los Angeles 5-Year Strategic Plan Workgroup

EDUCATION

- *Arroyo High School (El Monte, CA)*
- *University of California, Los Angeles (UCLA) Extension/Adult Courses (Los Angeles, CA)*

AWARDS

- ***El Monte Police Department's Champions Award (2007 and 2008)****,* a community leadership award for work in the City of El Monte with At-Risk youth
- ***City of El Monte Commendation (May 2007)*** for work as the Executive Director of the Jerry Ortiz Memorial Boxing and Youth Fitness Gym
- ***City of El Monte Special Recognition Commendation (March 2012)*** for work with Amigos De Los Rios, a nonprofit that specializes in the revitalization of green space
- ***California State Legislature 57th District Special Recognition Award,*** for mentoring and working with at-risk youth in YouthBuild
- ***YouthBuild USA Letter of Recognition,*** from CEO/Founder Dorothy Stoneman, for being recognized by youth within the YouthBuild network, as having been a major impact in their lives and success
- ***What about that other award you just got?***

Executive Director, Center for Worker Training & Leadership **2023- Present**

- Spearheading the launch of a nonprofit organization that centers the leadership of meat packing and food processing workers, and seeks to advance good jobs, vibrant communities and a prosperous economy by organizing for power
- Raised over $4 million in federal, state and philanthropic funds

Chief of Staff, UFCW Local 770 **2019 - 2023**

Leading organizational development/change management:

- Led work to shift the local towards becoming an anti-racist, organizing union
- Coached executive and senior leadership
- Drove strategic goal setting, led campaign planning and supported succession planning

Creating healthy, forward looking financial structures:

- Supported the management of a $20+ million annual revenue stream and over $38 million in assets
- Built organizational capacity to work towards a goal oriented, values based budget process

Driving COVID and contract campaigns:

- Led770's field campaigns with a largely WOC and significantly immigrant membership of 31,000 workers resulting in up to 37% wage increases for low wage workers
- Ran COVID campaigns with rank and file members and led crisis communications that led to industry setting standards and policies including COVID sick leave, Public Health Councils, Hero and Hazard Pay
- Spearheaded a first of its kind effort to vaccinate California's food chain workers, pioneering the concept of mobile vaccination clinics helping to reach high-risk, underserved communities with high concentrations of poverty and essential worker density

Co-Founder/Deputy Director, Jobs to Move America (JMA) **2010 – 2019**

Staff and Organizational Management

- Led expansion of the organization from an LA based to a national organization
- Built teams and offices from the ground up across the country
- Helped recruit and manage Board of directors
- Led strategic planning processes
- Ran annual organization wide evaluations, strategic goal setting, and campaign planning
- Oversaw donor cultivation, grant, contract, and financial management
- Co-led and managed an organization with a $250k budget to a $4 million+ budget
- Supervised and coached senior and junior staff

Policy

- Led good jobs policy research, development, and advocacy program with academic partners at USC, UCLA, Brookings Institution, and Duke, among others
- Developed and led campaigns resulting in the adoption of good jobs policies on $6 billion in public projects and community-labor agreements that pipeline low income communities of color into career path, union jobs

- Built broad based coalitions that included community based organizations, public officials, labor, business, and philanthropy
- Led meetings with the Obama administration's Department of Transportation

Communications

- Supervised communications, and the development of national and regional campaign framing, messaging, spokesperson trainings, etc
- Developed & supported execution of strategy to ensure regular industry and mainstream press coverage to establish credibility and expertise

Graduate Field Researcher, University of California Irvine **2009 – 2010**

- Designed and managed eight-month ethnographic research project in Vietnam and Korea, a comparative study of rural-to-urban and transnational migration of women workers
- Presented the comparative study, "Vietnamese Women and the Urban Informal Economy", at the 2010 Pacific Sociological Association

Graduate Research Assistant, OCCORD **2009**

- Assisted the drafting of a community plan for the City of Anaheim's Platinum Triangle, a 2 million square foot, 19,000 housing unit, mixed use development

Commercial Property Manager, Beachstone Plaza **2006 – 2009**

- Managed 50,000 square foot commercial property, 30+ tenants, led lease negotiations, redevelopment projects, book-keeping, and vendor contracting

EDUCATION

2010	**Master of Urban and Regional Planning**	University of California, Irvine *Community development & policy*
2006	**Bachelor of Arts International Studies**	University of California, Irvine *Asia and Pacific Rim*
2006	**Bachelor of Arts Sociology**	University of California, Irvine

AWARDS

2019 **Aspen Institute Job Quality Fellow**

2017 **Family and Equity Leadership Award**, Denver Public Schools District Wide Sanctuary Policy

2015 **National Finalist**, Nathan Cummings Fellowship

2010 **South East Asian Summer Institute Heritage Language Award**, University of Wisconsin Madison

2010 **Network for European and U.S. Regional and Urban Studies Fellow**, University of California Irvine

2009 **South East Asian Summer Institute Tuition Fellowship**, University of Wisconsin Madison

Sergio Rascon

Business Manager

Experience

1994 - Current

Business Manager LIUNA Local 300

Responsible for the management operations and growth of the Local. Represents all members of Local 300. Acts as the local union representative and liaison with employers. Participates in negotiations with signatory contractor associations. Oversees resolution of grievances and disputes. Maintains relationships with local elected officials in furtherance of membership issues. Protect the jurisdiction of the Laborers craft work within Los Angeles County. Has general jurisdiction over stewards. Oversees the enforcement of the collective bargaining agreement for the union.

2012 – Current

LIUNA International Vice-President at Large

Works under the direction and authority of the LIUNA General President. Responsible for the affairs of LIUNA within Southern California.

2012 - Current

President of the Southern California District Council of Laborers

He serves as the Chair for the Executive Board and the delegates meetings of the Southern California District Council of Laborers. The organization serves as the master collective bargaining agent for all of the Southern California district council locals. They negotiate all agreements covering Laborers craft work performed throughout Southern California. Oversee the operation of the Southern California Laborers Training School.

Boards

- 2014 – Present City of Los Angeles Workforce Development Board – Member
- 2019 – Present Safe Clean Water Program Upper Los Angeles River Watershed Committee – Alternate
- 2023 – Present Labor Council for Latin American Advancement – Secretary-Treasurer
- 2002 – 2005 City of Los Angeles Convention & Exhibition Center Bureau – Commissioner
- 1997 – 2001 Metropolitan Water District Board of Directors - Boardmember