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OFFICE OF THE CITY CLERK  
OAKLAND

2020 SEP 24 P 5: 23

CITY OF OAKLAND



CITY HALL • 1 FRANK H. OGAWA PLAZA, 3<sup>rd</sup> FLOOR • OAKLAND,  
CALIFORNIA 94612

Office of the Mayor  
Honorable Libby Schaaf  
Mayor

(510) 238-3141  
Fax (510) 238-4731

Letter of Appointment

August 12, 2020

The Honorable City Council  
One Frank H. Ogawa Plaza, Second Floor  
Oakland, CA 94612

Dear President Kaplan and members of the City Council:

Pursuant to City Charter Section 601, the Mayor has reappointed the following persons as members of the following board or commission, subject to City Council confirmation:

**Cannabis Regulatory Commission**

**T. Austin Stevenson** is appointed to the Cannabis Regulatory Commission to fill the remainder of the term beginning August 1, 2019 and ending July 31, 2021, filling the seat previously held by Zachary Knox

Thank you for your assistance in this matter.

Sincerely,

A handwritten signature in black ink, appearing to read "Libby Schaaf".

Libby Schaaf  
Mayor

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**Profile**

T. Austin Stevenson  
First Name Middle Initial Last Name

Email Address

Street Address

Suite 120  
Suite or Apt

Oakland  
City

CA 94609  
State Postal Code

Business: (510) : Mobile: (314)  
Primary Phone Alternate Phone

VERTOSA INC. (Nanogen  
Oakland) Chief Innovation Officer  
Employer Job Title

**Which Boards would you like to apply for?**

Cannabis Regulatory Commission: Submitted

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**Interests & Experiences**

**Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.**

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I am an Oakland resident. Along with my fiancée, who is a Kaiser-Permanente Employee, we are recent new/first-time home-owners in Oakland on the border of District 2/3. We are committed to investing locally in our community and practicing our civic responsibility. I am personally driven to serve others, and job creation and economic development is at the core of my civic beliefs. As a Black Cannabis Entrepreneur, the reason why I chose to build businesses in the cannabis industry is because I believe there is a unique intersection between product innovation and public policy. I serve as the Chief Innovation Officer at Vertosa (read more here: [www.vertosa.com/austin](http://www.vertosa.com/austin)) We are a licensed B2B cannabis operator here in Oakland CA (Nanogen Oakland LLC). At Vertosa we create the most effective and reliable active ingredients for infused product makers. We are a science first company, and use data to drive results. In my role, I lead all commercial activities, including technical sales, strategic partnerships, and new business development. Prior to joining Vertosa, I built the regulatory Hemp/CBD testing program for Eurofins Scientific - a world leader in food, environment, and product testing services - at Eurofins I built and designed quality testing protocols for CVS and other traditional retailers who carry Hemp/CBD products. For over 10 years, I have advised start-ups, built businesses, and launched hundreds of new products in inclusive finance, technology, and cannabis CPG industries. Notable past career highlights in start-ups, economic development and inclusive finance include: 1) Canopy Accelerator (Advisor/Fellow) -- Advisor to fourth cohort of cannabis start-up companies and first in California. Developed business plans, funding structure, and provided business and regulatory guidance. 2) AMPION Accelerator Fund - (Advisor) We facilitated the founding of more than 80 startups in 3 African nations in diverse fields such as healthcare, mobility, agriculture, energy, water and citizen engagement. Corporate supporters of our programs included Intel, Merck, Microsoft, MTN and SAP. 3) Citi MicroFinance (Management Associate) - - Lead partnership between Citi Microfinance and Grameen America Inc; Developed, tracked and managed program level P&L forecast for annual \$5 billion goal with cross-functional teams; Managed group of six (6) account managers to develop lending programs for underserved communities. Academic Qualifications: Masters of Science in International Policy Analysis and Globalization from the University of Bath in the United Kingdom Bachelors of Arts in Political Science from Columbia University in the City of New York

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***Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.***

[T. Austin Stevenson Resume July 2020.pdf](#)

Upload a Resume

**Please paste the text of your resume or curriculum vitae below.**

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Austin Stevenson, MSc. 2866 Webster Street | Oakland, CA 94609 | P: 510.571.9830 | E: [austin@vertosa.com](mailto:austin@vertosa.com) | W: <https://vertosa.com/austin> Profile: A passionate leader, who has demonstrated the talent to lead globally diverse teams in highly competitive industries. Proven ability to cultivate, and implement innovation programs across Finance, Tech, and Cannabis Industries. Successful track-record of fundraising and navigating start-up businesses through growth stages. Highly-skilled business manager, communicator, and collaborator with cross-functional teams, external institutions, customers, and suppliers. Strong technical and business qualifications of consistently delivering double-digit YOY growth and P&L results across multiple segments: Enterprise, Finance, SMB, Retail, and Laboratory Operations. Summary of Qualifications: • 10+ years of Business Development, Community Development, Inclusive Finance, Fundraising, Venture Start-Ups, Enterprise Sales, Direct Sales, Laboratory Management, and Leadership Training. • Skilled in developing and executing sales and development strategies across Finance, Technology, and Cannabis Industries. • Excellent listening, verbal communication, and interpersonal skills to build and grow relationships with key stakeholders, including clients, colleagues, and partners. Areas of Expertise: • New Business Development • Inclusive Finance • Strategic Planning • Project Management • Policy/Procedure Formulation • Leadership Development •

Cross-Functional Team Building Professional Experience: VERTOSA INC. – Nanogen Oakland LLC. February 2019 – Present Chief Innovation Officer – Oakland, CA • Leads all commercial activities, including technical sales, tactical marketing, and new business development. • Drives new innovation - identifies, prioritizes, develops, and launches new products, services, and business models. • Oversees innovation portfolio that drives investment, research & development, and top line growth. Notable Innovative Product Partnerships Include: Lagunita Hi-Fi Hops, Vita CoCo Infused, CannaCraft Keef Cola, NUG Pops, CALIVA Soul Grind Coffee, CLiCK Sprays Eurofins Scientific – ERF:EP Eurofins Scientifics SE January 2018 – January 2019 Business Unit Manger | Hemp and CBD Analytical Chemistry Testing Laboratory – Fresno, CA; Longmont, CO • Developed and implemented Product/Supplements Quality Program for Fortune 500 retailers including the CVS Trusted Program • Managed the true P&L of the division \$25Mn; including all functional areas within the organization and the financial levers within each that impact all inputs to the P&L. • Oversaw Lab Operations, Led Sales and Business strategy; to create a \$15Mn annual run rate within Y1 new business entity formation. Responsibility included proposing major investments to company executives, managing annual budget, analyzes monthly laboratory indicators (operating and labor costs, and quality systems). McDoestle, Inc. – Humboldt Legends, Flower Company November 2016 – Present Current: Advisor / Share-Holder (former: VP, Head of Sales) – Oakland & Humboldt, CA • Grew revenue from \$250k to \$4.1Mn in first 8-months through new business development. • Launched first CPG product line on EAZE platform to increase revenue growth by 25% (avg. 325 units sold per day). • Sold over 10,000 products in first 90-days directly managing channel distribution partners including KIVA Sales and Service. Bryte Light Enterprises - Zingle, Inc. (Acquired by Medallia | NYSE: MDLA) June 2012 – January 2016 Senior Manager, Business Development and Partnerships - San Diego, CA • Reported to CEO, integral leader improving programs and partnerships. • Built high performing inside sales business unit and architected sales strategy, which yielded an incremental 30% increase in inside sales and a 15% churn reduction. • Negotiated re-contracting efforts with top enterprise accounts, resulting in an incremental revenue lift of 22% in enterprise business unit. Citigroup Inc. | NYSE: C July 2008 – July 2010 Management Associate, Citi Microfinance - New York, NY • Lead partnership between Citi Microfinance and Grameen America Inc. • Developed, tracked and managed program level P&L forecast for annual \$5 billion goal with cross-functional teams. • Managed group of six (6) account managers to develop lending programs for underserved communities. Management Associate, Citibank North America - New York, NY • Acquired over \$15MM in assets by sourcing and structuring Tier 2 companies. • Grew Net Annual Sales by 20% through integration of a new customer retention service model. • Developed sales strategies to facilitate 10% increase in cross-sell through analysis of sales data and identification of operational gaps in North East Region (56 financial centers with over \$1.2Bn on deposit). Leadership Experience: Cannabis Beverage Association– Sacramento, CA January 2020 – Present Treasurer, Founding Member • Established to represent and advocate on behalf of the professional industry and consumers of cannabis beverages, the CBA works to educate policymakers, establish best practices and standards for operators to uphold, while advocating for common-sense policies. Our drive is to ensure that the cannabis beverage industry delivers safe, high-quality, reliable products to the consumers who enjoy them. Canopy Accelerator – Berkeley, CA July 2016 – November 2016 Advisor-Fellow • Advisor to fourth cohort of cannabis start-up companies and first in California. Developed business plans, pitch presentations, and provided business and strategy guidance. Led Software Company to win \$50k follow-on investment from Canopy (ArcView Fund). AMPION – Southern African Region (Namibia, Botswana, and South Africa) February 2014- February 2016 Advisor-Mentor • Seeded, sourced, and supported young entrepreneurs and startups with the aim of having the largest effect on the widest range of people. Ampion's vision is to be a globally recognized catalyst for private sector-driven economic growth and to promote impactful and sustainable development throughout the continent. We facilitated the founding of more than 80 startups in 3 African nations in diverse fields such as healthcare, mobility, agriculture, energy, water and citizen engagement. Corporate supporters of our programs included Intel, Merck, Microsoft, MTN and SAP. Education and Certifications: Harvard University – Cambridge, Massachusetts Certificate: Environmental Studies/Energy Within Environmental Constraints June 2016 Massachusetts Institute of Technology – Cambridge, Massachusetts Certificate: Entrepreneurial Studies and Negotiations March 2016 University of Bath - Somerset, United Kingdom Masters of Science Globalization and International Policy Analysis December 2011 Leadership Positions: President and Chair of Graduate School, Executive Chair of Student Liaison Committee Columbia University in the City of New York - NY, USA Bachelors of Arts Political Science May 2008 Leadership Positions: Athletic Alumni Leaders Association, Columbia University Varsity Football Alumni and Mentor Advanced Software Skills: Salesforce.com, Hubspot CRM, Pipedrive CRM, Sugar CRM, Microsoft Professional Office Suite (Excel, PowerPoint, Word) Professional Associations: Cannabis Beverage

Association, American Herbal Products Association, U.S. Hemp Authority, National Cannabis Industry Alliance, United Nations of America (UNA), International Development Studies (IDS), Development Studies Association (DSA), Microfinance Club of New York (MFCNY).

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**Please click the acknowledgement below.**

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**Service on City of Oakland boards, commissions, and committees may require filings of the FPPC's Statements of Economic Interest (Form 700). Upon appointment and determination of filing status, I will comply with all filing obligations.**

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I Agree \*

# Austin Stevenson, MSc.

[LinkedIn]

| Oakland, CA 94609 | P: 510.

| E:

.com | W: <https://>

## Profile:

A passionate leader, who has demonstrated the talent to lead globally diverse teams in highly competitive industries. Proven ability to cultivate, and implement innovation programs across Finance, Tech, and Cannabis Industries. Successful track-record of fundraising and navigating start-up businesses through growth stages. Highly-skilled business manager, communicator, and collaborator with cross-functional teams, external institutions, customers, and suppliers. Strong technical and business qualifications of consistently delivering double-digit YOY growth and P&L results across multiple segments: Enterprise, Finance, SMB, Retail, and Laboratory Operations.

## Summary of Qualifications:

- 10+ years of Business Development, Community Development, Inclusive Finance, Fundraising, Venture Start-Ups, Enterprise Sales, Direct Sales, Laboratory Management, and Leadership Training.
- Skilled in developing and executing sales and development strategies across Finance, Technology, and Cannabis Industries.
- Excellent listening, verbal communication, and interpersonal skills to build and grow relationships with key stakeholders, including clients, colleagues, and partners.

## Areas of Expertise:

- Product Innovation
- New Business Development
- Sales Pipeline Creation
- Insight Selling
- Inclusive Finance
- Strategic Planning
- Project Management
- Policy/Procedure Formulation
- Community Relations
- Program Development
- Leadership Development
- Cross-Functional Team Building
- Enterprise Software & Services
- Public Relations & Speaking

## Professional Experience:

VERTOSA INC. – [Nanogen Oakland LLC](#).

February 2019 – Present

### Chief Innovation Officer – Oakland, CA

- Leads all commercial activities, including technical sales, tactical marketing, and new business development.
- Drives new innovation - identifies, prioritizes, develops, and launches new products, services, and business models.
- Oversees innovation portfolio that drives investment, research & development, and top line growth. Notable Innovative Product Partnerships Include: [Lagunita Hi-Fi Hops](#), [Vita CoCo Infused](#), [CannaCraft Keef Cola](#), [NUG Pops](#), [CALIVA Soul Grind Coffee](#), [CLICK Sprays](#)

Eurofins Scientific – [ERF:EP Eurofins Scientifics SE](#)

January 2018 – January 2019

### Business Unit Manger | [Hemp and CBD Analytical Chemistry Testing Laboratory](#) – Fresno, CA; Longmont, CO

- Developed and implemented Product/Supplements Quality Program for Fortune 500 retailers including the CVS Trusted Program
- Managed the true P&L of the division \$25Mn; including all functional areas within the organization and the financial levers within each that impact all inputs to the P&L.
- Oversaw Lab Operations, Led Sales and Business strategy; to create a \$15Mn annual run rate within Y1 new business entity formation. Responsibility included proposing major investments to company executives, managing annual budget, analyzes monthly laboratory indicators (operating and labor costs, and quality systems).

McDoestle, Inc. – [Humboldt Legends](#), [Flower Company](#)

November 2016 – Present

### Current: Advisor / Share-Holder (former: VP, Head of Sales) – Oakland & Humboldt, CA

- Grew revenue from \$250k to \$4.1Mn in first 8-months through new business development.
- Launched first CPG product line on EAZE platform to increase revenue growth by 25% (avg. 325 units sold per day).
- Sold over 10,000 products in first 90-days directly managing channel distribution partners including KIVA Sales and Service.

Bryte Light Enterprises - [Zingle, Inc.](#) (Acquired by Medallia | NYSE: MDLA)

June 2012 – January 2016

### Senior Manager, Business Development and Partnerships - San Diego, CA

- Reported to CEO, integral leader improving programs and partnerships.
- Built high performing inside sales business unit and architected sales strategy, which yielded an incremental 30% increase in inside sales and a 15% churn reduction.
- Negotiated re-contracting efforts with top enterprise accounts, resulting in an incremental revenue lift of 22%

in enterprise business unit.

Citigroup Inc. | [NYSE: C](#)

**July 2008 – July 2010**

**Management Associate, Citi Microfinance - New York, NY**

- Lead partnership between Citi Microfinance and Grameen America Inc.
- Developed, tracked and managed program level P&L forecast for annual \$5 billion goal with cross-functional teams.
- Managed group of six (6) account managers to develop lending programs for underserved communities.

**Management Associate, Citibank North America - New York, NY**

- Acquired over \$15MM in assets by sourcing and structuring Tier 2 companies.
- Grew Net Annual Sales by 20% through integration of a new customer retention service model.
- Developed sales strategies to facilitate 10% increase in cross-sell through analysis of sales data and identification of operational gaps in North East Region (56 financial centers with over \$1.2Bn on deposit).

**Leadership Experience:**

Cannabis Beverage Association – Sacramento, CA

**January 2020 – Present**

**Treasurer, Founding Member**

- Established to represent and advocate on behalf of the professional industry and consumers of cannabis beverages, the CBA works to educate policymakers, establish best practices and standards for operators to uphold, while advocating for common-sense policies. Our drive is to ensure that the cannabis beverage industry delivers safe, high-quality, reliable products to the consumers who enjoy them.

Canopy Accelerator – Berkeley, CA

**July 2016 – November 2016**

**Advisor-Fellow**

- Advisor to fourth cohort of cannabis start-up companies and first in California. Developed business plans, pitch presentations, and provided business and strategy guidance. Led Software Company to win \$50k follow-on investment from Canopy (ArcView Fund).

AMPION – Southern African Region (Namibia, Botswana, and South Africa)

**February 2014- February 2016**

**Advisor-Mentor**

- Seeded, sourced, and supported young entrepreneurs and startups with the aim of having the largest effect on the widest range of people. Ampion's vision is to be a globally recognized catalyst for private sector-driven economic growth and to promote impactful and sustainable development throughout the continent. We facilitated the founding of more than 80 startups in 3 African nations in diverse fields such as healthcare, mobility, agriculture, energy, water and citizen engagement. Corporate supporters of our programs included Intel, Merck, Microsoft, MTN and SAP.

**Education and Certifications:**

Harvard University – Cambridge, Massachusetts

**Certificate: Environmental Studies/Energy Within Environmental Constraints**

**June 2016**

Massachusetts Institute of Technology – Cambridge Massachusetts

**Certificate: Entrepreneurial Studies and Negotiations**

**March 2016**

University of Bath - Somerset, United Kingdom

**Masters of Science Globalization and International Policy Analysis**

**December 2011**

**Leadership Positions:** President and Chair of Graduate School, Executive Chair of Student Liaison Committee

Columbia University in the City of New York - NY, USA

**Bachelors of Arts Political Science**

**May 2008**

**Leadership Positions:** Athletic Alumni Leaders Association, Columbia University Varsity Football Alumni and Mentor

**Advanced Software Skills:**

Salesforce.com, Hubspot CRM, Pipedrive CRM, Sugar CRM, Microsoft Professional Office Suite (Excel, PowerPoint, Word)

**Professional Associations:**

Cannabis Beverage Association, American Herbal Products Association, U.S. Hemp Authority, National Cannabis Industry Alliance, United Nations of America (UNA), International Development Studies (IDS), Development Studies Association (DSA), Microfinance Club of New York (MFCNY).

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OAKLAND

2020 SEP 24 P 5:23

Approved as to Form and Legality

*A. Sotelo*  
City Attorney's Office

## OAKLAND CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_ C.M.S.

INTRODUCED BY MAYOR LIBBY SCHAAF

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### RESOLUTION CONFIRMING THE APPOINTMENT OF T. AUSTIN STEVENSON AS A MEMBER OF THE CANNABIS REGULATORY COMMISSION

**WHEREAS**, Section 601 of the City Charter provides that members of City boards and commissions shall be appointed by the Mayor subject to confirmation by the affirmative vote of five members of the City Council; and

**WHEREAS**, the Oakland Cannabis Regulation and Revenue Act (Ordinance number 12694 C.M.S.), also known as Measure Z (Ordinance), adopted by the voters of Oakland, November 2, 2004, in the General Municipal Election, formed the Cannabis Regulatory Commission to oversee the Ordinance's implementation and to make recommendations to the City Council regarding the licensure, taxation, and regulation of cannabis for adult use; and

**WHEREAS**, the Oakland Cannabis Regulation and Revenue Act specifies that members of the Cannabis Regulatory Commission are to be appointed one by the Mayor, one by the City Auditor, one by the City Administrator, and one from each Member of the City Council, to serve unlimited two-year terms; and

**WHEREAS**, the Honorable Mayor Libby Schaaf has appointed **T. Austin Stevenson** to serve the remainder of a two-year term subject to confirmation by the City Council; now, therefore, be it



**RESOLVED:** That pursuant to City Charter section 601, the City Council confirms the mayoral appointment of **T. Austin Stevenson** to the Cannabis Regulatory Commission as the District Three Representative, for the term beginning August 1, 2019 and ending July 31, 2021, filling the seat previously held by Zachary Knox.

IN COUNCIL, OAKLAND, CALIFORNIA,

**PASSED BY THE FOLLOWING VOTE:**

AYES - FORTUNATO BAS, GALLO, GIBSON MCELHANEY, KALB, REID,  
TAYLOR, THAO AND PRESIDENT KAPLAN

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_

ASHA REED  
Acting City Clerk and Clerk of  
the Council of the City of  
Oakland, California