


CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION No. 83405 C.M.S.

RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF JAY ASHFORD, KENNETH L. BENSON AND DAMON EAVES TO THE BUDGET ADVISORY COMMITTEE

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, Resolution No. 74826 C.M.S., adopted March 2, 1999, creates the Budget Advisory Committee to provide fiscal management in an advisory capacity to the City Council; and

WHEREAS, the Committee has been in existence for more than ten years and is a permanent board or commission pursuant to City Charter section 601 and the City Administrator and City Attorney will draft an ordinance to comply with the City Charter; and

WHEREAS, the Budget Advisory Committee consists of 15 members, one (1) a piece recommended by each of the eight City Councilmembers, one (1) appointed by the Mayor to act as Chairperson, three (3) appointed by the Mayor from a list of 12 recommendations from the Chamber of Commerce, two (2) recommended by the Chairperson of the Finance and Management Committee, and one (1) recommended by the Chairperson of the Community and Economic Committee, each serving no more than two consecutive two-year terms and each subject to the approval of the City Council; and

WHEREAS, notwithstanding the preceding whereas clause, City Charter section 601 provides that the Mayor appoints members of City Boards and Commissions subject to City Council confirmation; and

WHEREAS, the Honorable Mayor Jean Quan has appointed Jay Ashford to serve as Chairperson of the Committee, Kenneth L. Benson on the recommendation of

Council President Larry Reid and Damon Eaves on the recommendation of Councilmember Nancy Nadel, each to serve 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 hereby confirms the Mayor's appointment of (1) Jay Ashford to the two-year term beginning May 26, 2011 and ending May 25, 2013, filling the seat he previously held; (2) Kenneth Benson to the two-year term beginning May 25, 2011 and ending May 24, 2013, filling the seat he previously held; and (3) Damon Eaves to the two year term beginning May 25, 2011 and ending May 24, 2013 filling the seat previously held by Sherbeam Wright.

IN COUNCIL, OAKLAND, CALIFORNIA, JUN 21 2011
PASSED BY THE FOLLOWING VOTE:

BRUNNER, KERNIGHAN, NADEL, SCHAAF, DE LA FUENTE, BROOKS, KAPLAN
AND PRESIDENT REID

AYES - 8

NOES - 0

ABSTENTIONS- 0

ABSENT- 0

ATTEST:



LATONDA SIMMONS
City Clerk and Clerk of the Oakland City Council

Kenneth L. Benson

Summary

I have expertise in building and leading consulting and professional services businesses that work directly with their clients to meet their sales, marketing, and business process and information systems improvement objectives. This experience includes working knowledge of and management of process improvement, quality improvement, Six Sigma, and Balanced Scorecard initiatives. My expertise includes financial management, systems implementation and integration, business development, organizational development, marketing management, sales management, project management and information systems management.

Experience

Managing Partner, The East Bay Group

Managing Partner, vision planning specialist, and business consultant for The East Bay Group and duties include facilitation, planning and strategy coaching. Assist clients leverage and improve upon their marketing programs, branding and imaging efforts, marketing and business development systems, and practices including lead generation, customer acquisition, customer retention, and customer loyalty programs. Assist clients determine, discover and leverage their core competencies; strategic alliances and business partnerships: unique value propositions and exploit strengths to better achieve both short and long-term strategic goals. Coordinate client's efforts to align goals and objectives within their business units; with their alliance partners and clients and ensure best practices and knowledge sharing. Provide project management of information systems and application implementation services including project management of both internal and external resources necessary to complete implementation and user acceptance.

Director Technology Industry Marketing, PricewaterhouseCoopers

Provided vision, strategy, direction and management of the strategic and tactical marketing teams and alliance partners supporting the West Region Technology Industry Group and primary duties included support for firm wide and Industry practice branding and image programs, web and print profiles, and tactical messaging within the Western Region. West Region High Technology Industry led firm in sales and business growth five out of six years. Responsibility for internal and external firm clients included: sales and business development support, client acquisition and lead generation practices, alliances and marketing partnerships, event and seminar campaigns, web based seminar selling, proposal preparation, market research, media relations, strategic client services and direct marketing.

Client Service Executive, PricewaterhouseCoopers

This was a key sales and business development position for PricewaterhouseCoopers Global Technology Industry Group. I was responsible for developing and maintaining executive level relationships with key Silicon Valley clients. Achieved first ever merger and acquisition consulting sale to the largest maker of computer disk drives and enabled PricewaterhouseCoopers to leverage their capabilities, services and solutions to meet the business needs of their high technology clients.

Vice President, StorageTek, Teris Consulting Group (Now Sun Microsystems)

Crafted the vision and organization design for this new StorageTek service business unit and planned, built and maintained Services Channels and Strategic Alliances Program and successfully built this division into a global business unit in less than two years. This unit offered business and systems consulting services, storage and network systems outsourcing, and virtual storage services. Duties included full profit, loss and growth responsibility and all marketing and creativity efforts. I managed and negotiated space and lease arrangements to meet the needs of our clients for outsourced data and information storage services. Opened offices in Australia, England, and Europe and successfully managed the translation of domestic brands and image into a global initiative.

Managing Partner - Western Region, Professional Services, AT&T Global Information Systems

Developed and implemented consulting services within this computer systems division of AT&T. Duties included the management of multiple consulting and systems integration business units. Our wide range of services included: strategy consulting, business process renewal, systems and business process outsourcing, change management, technology consulting, systems integration, project management, network architectural consulting, network and systems management, and out source planning. Clients included retail chains, healthcare, high technology, financial services and biotechnology industry clients. Our annual growth rate was twice the industry average. Our AT&T Alliances marketing program with Oracle, Informix and Sybase generated more than 100 million dollars in annual revenue.

Director, Wang Laboratories

Managed the Pacific Southwest consulting practice for network and systems integration and led all sales, marketing and delivery services for systems integration and application development. Objectives included the sales and systems integration of information systems including PC/LANs, IBM RS 6000s, AS 400s and Banyan and Novel LANs. I was responsible for all aspects of the consulting business including staffing, training and the sales and marketing of Wang Direct and Indirect consulting services.

Senior Manager, KPMG Peat Marwick

Led the Network Systems Integration practice within the firm's Strategic Information Systems unit and was responsible for the sales and marketing of telecommunications and network consulting services. Clients included large divisions of Fortune 250 companies, large healthcare providers and major state and local governmental entities. Met and exceeded all assigned objectives.

Partner, The Warner Group

Built, managed, and staffed a telecommunications and network consulting practice that targeted health care and governmental clients. Responsible for all marketing communications, sales support and sales and business development for the consulting practice and developed and implemented consulting methodologies and practices for systems selection, vendor selection and life cycle management. Met and exceeded all assigned objectives.

Education

MBA	University of California at Irvine	Irvine California,
BA	Whitman College	Walla Walla, Washington

Boards

Oakland Wildfire Prevention District Advisory Board (Past Member)
City of Oakland Budget Advisory Commission

EDUCATION

MSW New York University, The Silver Graduate School of Social Work

BA University of Washington, School of Social Work

University of Southern California, School of Policy, Planning and Development
& California Institute of Mental Health (CIMH)
Mental Health Directors Leadership Institute

Licensed Clinical Social Worker
CA. Board of Behavioral Sciences, #21490

EXPERIENCE SUMMARY

- *Program Development, Implementation, Supervision and Administration*
- *Policy Development & Report Writing*
- *Public Health, Medical, Psychiatric, and Forensic Social Work*
- *Knowledgeable in State & Federal Mental Health Documentation and Reporting Requirements*

PROFESSIONAL EXPERIENCE

Alameda County Behavioral Health Care Services, Alameda County, CA '09-Present
Outpatient Director, Oakland Children's Services & Alameda Children's Services
Director of 2 Alameda County Child Level-1 Outpatient Mental Health Centers serving geographic areas of: Oakland, Berkeley, Piedmont and Alameda. Populations served: Medi-cal & ERMHS (AB3632) certified children and families.

Job Duties: Plan, supervise and direct work of professional and support staff; develop operational and clinical policies, procedures and objectives; manage and evaluate administrative, operational and financial functions; participate in department, agency and countywide strategic planning.

Alameda County Behavioral Health Care Services, Alameda County, CA '07-'09
Manager/Supervisor, Criminal Justice Mental Health (CJMHS) & The Court Advocacy Project (CAP)
Job Duties: Mental Health management and administration of mental health service delivery to 800-900+ incarcerated clients at Santa Rita Jail; supervision and training of intake, transfer, release and housing unit staff; supervision & program/policy development of Court CAP. implementation of CAP in 4 courts in Alameda County; ensure compliance with State and Federal mandates, policies and procedures. Santa Rita Jail is the nations 5th largest penal facility.

San Francisco Department of Public Health, BHCS, San Francisco, CA '05-'07
Program Director, The Alternatives Program, Mission Mental Health
Program Development, Implementation & Supervision of a State of California funded outpatient ACT based program for Af-Am males recently released from Institutions for Mental Disease (IMD's).
Job Duties: Implementation of comprehensive Af-Am focused mental health treatment model for community integration. Program was evaluated by an independent consulting firm and after 1-year was found to have saved The City and County of San Francisco over \$450,000 in reduced mental health costs.

San Francisco General Hospital Medical Center, San Francisco, CA '04-'05

Medical Social Worker, Orthopedics & Medicine Teams

Job Duties: Bio-psycho-social assessments; discharge planning; medical rounds; acquisition of medical supplies.

San Francisco Department of Public Health-Community Health Network, San Francisco, CA '99-'04

Coordinator/Medical Social Worker, The Homeless Death Prevention Project/Homeless Outreach Project (HOPE), operating out of S.F. Public Health Center #1 (Tom Waddell Health Center).

Job Duties: Provided comprehensive case management and street based medical services to homeless individuals at high risk of death due to disability; coordination of a team of social workers, MD's, RN's, NP's, health workers & benefits specialist; coordinated 5 medical clinics per week;

Harlem Dowling-West Side Center, Harlem, NY. '98-'99

Clinical Social Worker/Foster Care Case Manger, The Sexual Abuse Unit (SAU)

Job Duties: Comprehensive case management and case monitoring; family reunification; adoptions; group, individual and family therapy; court reports & documentation; advocacy; school placement; Work in 4/5 New York Boroughs.

OTHER EXPERIENCE

Everyonehome.org, Alameda County, CA. '08-'09

Alameda County's effort to end homeless.

Founding member of the Leadership Board & Supportive Housing Committee member

UCSF Department of Epidemiology & Biostatistics, San Francisco, CA '96

Assistant/Interviewer/HI Test Counselor

Study Titled: "Prevalence of TB & HIV among homeless populations".

UCSF/SFGH Department of Psychology, San Francisco, CA '96

Research Assistant/Interviewer

Study Titled: "HIV/AIDS multiple deaths and substance abuse treatment providers".

ACTIVITIES/AWARDS

Clinical Mental Health Trainings: Mental health issues in Af-Am populations.

San Francisco Department of Public Health, Employee recognition award

NYU, Presidents award for leadership to the NYU community '98

NYU Silver School of Social Work:

Recruiter '99-Present

Graduate Student Association President "97-'98

JAY ASHFORD

SUMMARY OF QUALIFICATIONS

- Accomplished information technology manager / project manager with 14 years' experience managing/administering complex global information technology environments.
- Ability to quickly assess business requirements, identify resources, prioritize deliverables and provide cross-departmental teams with clear direction and a consistent focus on results.
- Ability to communicate effectively to team member and senior management audiences, and to summarize complex technology requirements into clearly understood goals and action plans.
- Hands-on experience leading a global team to optimize service delivery in datacenter environments of 150+ Windows/Linux/Solaris/VMware servers supporting 3,000 employees.
- Hands-on experience deploying Cisco internetworking solutions, firewall/VPN/remote-access solutions, across a 12-office global WAN.
- **Project Management Professional (PMP)**: boot camp training completed
- **ITIL Foundations**: certification – Service Delivery / Service Support
- **Certified ScrumMaster**: Training and Exam Completed

EXPERIENCE

Manager, Acumen Solutions (San Francisco, CA) 2010 - Present

- Successfully managed large software implementation projects for mid-large size clients, enabling the streamlining and standardization of key operations processes.

Consulting Sr. Project Manager, crmOrbit, Inc. (Oakland, CA) 2009 – 2010

- Hired to manage largest customer implementation in the company's history.
- Specified and documented business requirements of energy efficiency program administration clients, provided process workflow diagrams and end-user documentation.
- Configured custom-tailored Salesforce.com-based energy efficiency program management solution and delivered to client on schedule and under budget.

Salesforce.com (San Francisco, CA) 2003 – 2008

Manager / Sr. Manager, IT Systems: 2005 – 2008

- Managed staff of 7 systems engineers, and an annual budget of \$2M
- Established a consistent team track record of successful project delivery in a dynamic, high-growth environment.
- Successfully managed and oversaw \$1M cross-departmental project to migrate all mission-critical internal systems to an offsite collocation facility.
- Developed IT project tracking methodology that was later implemented on the Salesforce.com platform.
- As lead process-owner, authored, implemented, and streamlined SOX/SAS70 logical security controls around IT infrastructure, and successfully passed three annual external audits.

Sr. Systems Engineer: 2003 – 2005

- Lead engineer for Microsoft server environment and Cisco network infrastructure
- Architected growth in global messaging environment from 1 Exchange server to 15.
- Successfully piloted first Cisco VoIP implementation in the company.

- Implemented first incident response procedure to help ensure consistency in global incident response and escalation.

Sr. Network Engineer, MarketTools, Inc. (Mill Valley, CA) 2002 – 2003

- Lead engineer for Microsoft desktop/server environment, Cisco network infrastructure, and telecommunications infrastructure, supporting 150 end-users across 3 offices.
- Single-handedly coordinated successful opening/expansion of two new offices within budget under tight deadlines.
- Developed standardized desktop hardware software platform for the company, and streamlined desktop/laptop deployment process.

Technology Operations Analyst (contractor), Visa USA (Foster City, CA): 2002

- Facilitated client migrations from legacy IBM technology to new Cisco routing/switching technology.

Systems Consultant, Broadwing I.T. Consulting (San Francisco, CA): 2001

LAN Administrator, AudioBase, Inc (Sausalito, CA): 1999-2001

Technology Support Analyst, SG Cowen Securities, (San Francisco, CA): 1999

Associate Systems Engineer, Bank of America, (San Francisco, CA): 1997-1999

LAN Administrator, Bank of America, (San Francisco, CA): 1996-1997

CIVIC SERVICE

City of Oakland, Budget Advisory Committee: Acting Chairperson, 2009 - 2011

City of Oakland, Citizens Police Academy: Graduate, 2009

City of Oakland, Public Ethics Commission: Commissioner, 2007 - 2009

Friends of Sequoia School: (PTA) – Oakland, CA

Co-chair, 2010-11 school year

Secretary, 2009-10 school year

EDUCATION

St. Mary's College of California - Moraga, CA

Master of Business Administration, April 2009

University of California at Berkeley

BA - Political Economies of Industrial Societies, May 1992

Minor: Spanish Language and Literature

University of California at Berkeley Extension

Project Management Certificate Program, 2009-2011 (expected)