

CITY OF OAKLAND



CITY HALL • ONE CITY HALL PLAZA • OAKLAND, CALIFORNIA 94612

Office of the Mayor
Honorable Sheng Thao

(510) 238-3141
FAX (510) 238-4731
TDD (510) 238-3254

Letter of Appointment

May 21, 2024

Dear President Bas and members of the City Council:

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

Parks and Recreation Advisory Commission

Marc Barach, to serve a three-year term on the Parks and Recreation Advisory Commission that began March 18, 2024 and ending March 17, 2027, filling a seat previously held by himself.

Haley Gonzales, to serve a three-year term on the Parks and Recreation Advisory Commission beginning March 18, 2024 and ending March 17, 2027, filling a seat previously held by Isaac Kos-Read.

Fernando Cervantes, to serve a three-year term on the Parks and Recreation Advisory Commission beginning November 17, 2023 and ending November 16, 2026, filling a vacant seat previously held by Kenzie Smith.

Cameron Snyder, to serve a three-year term on the Parks and Recreation Advisory Commission beginning November 14, 2022 and ending November 13, 2025, filling a vacant seat previously held by Evelyn Torres.

Thomas Omolo, to serve a three-year term on the Parks and Recreation Advisory Commission beginning November 17, 2023 and ending November 16, 2026, filling a vacant seat previously held by Princess Allen.

Josefina Thomas, to serve the remainder of a three-year term on the Parks and Recreation Advisory Commission beginning May 10, 2022 and ending May 9, 2025, filling a seat vacated by Donna Duhe.

Thank you for your assistance in this matter.

Sincerely,

A handwritten signature in black ink that reads "Sheng Thao". The signature is written in a cursive, flowing style.

Mayor Sheng Thao
City of Oakland

Profile

Thomas

First Name

O

Middle
Initial

Omolo

Last Name

[Redacted]

Email Address

[Redacted]

Street Address

Suite or Apt

Oakland

City

CA

State

94619

Postal Code

What City Council district do you live in?

District 4

[Redacted]

Primary Phone

[Redacted]

Alternate Phone

Hayward Area Recreation
and Park District

Employer

Management Analyst

Job Title

Which Boards would you like to apply for?

Parks and Recreation Advisory Commission: Submitted

Interests & Experiences

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

I am writing to express my interest in the Parks and Recreation Advisory Commission vacancy. My unique blend of experience, professional achievements, and skills makes me a suitable candidate to contribute to the Oakland Parks and Recreation Commission's mission. As a Management Analyst at the Hayward Area Recreation and Park District, I have gained substantial knowledge and experience in park management and recreation services. I have been involved in various projects that required strategic planning, problem-solving, and collaboration with diverse teams. My role in the analytics and equity division allows me to review all park and recreation programs and policies through an environmental justice lens. Through this work, I have begun to institute Districtwide review of park standards, incorporated community and educational groups into events and work, and incorporated data and analytics into every aspect of my work. This experience has equipped me with a deep understanding of the operational aspects of park and recreation services, which I believe will be beneficial for the Commission. In addition to my professional experience, I received a Master's in Public Health and City Planning at UC Berkeley, with a focus on the intersection of health and the built environment. This academic background provides me with a robust understanding of how public spaces, like parks and recreational facilities, can significantly impact community health and well-being. I am particularly interested in how these spaces can be designed and managed to promote physical activity, mental health, and social interaction, as well as how parks can catalyze community growth and empowerment. I believe my education aligns perfectly with the mission of the Oakland Parks and Recreation Commission. Lastly, my position as a Senior Management Analyst for the City of Richmond has taught me the abilities and shortfalls of City governments. This gives me a better understanding of the limitations and where to turn to for support or collaboration in the public or private sectors. I also ran the Economic Development Commission for the City of Richmond. This makes me adept at understanding the Brown Act, the role of commissions, and how to ensure the commission's work is valuable. I am excited about the possibility of bringing my unique perspective and proven track record to the Oakland Parks and Recreation Commission. I am confident that my participation and qualifications align with your mission and that, together, we can significantly impact the Oakland community. Thank you for considering my application. I look forward to the possibility of contributing to the Oakland Parks and Recreation Commission's important work.

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. Omolo_resume_2024_v1.docx](#)

Upload a Resume

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

Please click the acknowledgement below.

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

I Agree *

Thomas O Omolo

THOMAS OMOLO, MCP,



Oakland, CA

AREAS OF EXPERTISE:

Data programming

Environmental justice

Policy application

Collaborative communication

Practical application of data analysis

Project management Computer networking/hardware

Creating spatial representations of community health to spark data-driven initiatives to level inequities

PROFESSIONAL EXPERIENCE

Management Analyst, Hayward Area Recreation and Park District, General Manager Office

August 2022 - present, Hayward, CA

- Developed and implemented a district-wide process for reviewing park conditions, which included creating an app, mapping results, and presenting findings to councils and boards.
- Applied for grants, supporting data management, and ensuring the relevance of information, contributing to the overall efficiency of the district.
- Played a vital role in the development of a disc golf course, large tree plantings, and park clean-up events, demonstrating project management skills.
- Negotiated leases and agreements with local public and private partners for land use, showcasing strong negotiation and partnership skills.
- Provided insights on environmental justice and equity, influencing district policies and practices towards more inclusive and sustainable operations.
- Reviewed policies and state laws to ensure proper payments from lighting landscape assessment districts and park impact fees, demonstrating a strong understanding of legal and financial aspects.

Senior Management Analyst, City of Richmond City Manager's Office

Feb 2018 - August 2022, Richmond, CA

- Implement affordable and market-rate housing developments and Economic Development initiatives by tracking projects from initial Requests for Proposals (RFPs) through completion or adoption.
- Created database of over 400 City of Richmond properties, made land-use recommendations for all properties, created marketing plans for property disposition, and adhered to California mandates.
- Develop survey and inventory of all local small business to support businesses through the COVID-19 pandemic
- Document city council activity related to housing and economic development in public staff reports, memos for City Manager and Directors, community meetings, and City Council presentations.
- Publish RFPs for affordable and market-rate housing developments throughout City.
- Facilitate and staff the Economic Development Commission, including reviewing small business loan applications and guiding majority minority-owned small business owners through available federal, state, and local grant and loan resources.
- Establish a regional group of technical service providers for local businesses to share resources, and support businesses from initial idea to expansion efforts.
- Lead community meetings; engaged with subject-matter experts for feedback on development design plans.
- Coordinate with other City departments to collaborate and align goals for development projects and economic development initiatives.
- Steer consultants to develop city wide Economic Development Action Plan to retain and attract businesses and city-wide commercial cannabis equity ordinance.
- Supervise summer interns, full year civic spark fellows, and volunteers.

THOMAS OMOLO, MCP,

- Coordinate multiple departments and consultants to complete federal, state, and local grant funding opportunities to support economic development activities for the City.

Graduate Student Researcher, Institute of Urban and Regional Development, University of California Berkeley

Aug 2016 – Jun 2019, Berkeley, CA

- Constructed a database of public and institutional data sets from different public health interventions to analyze Richmond's social characteristics and public health outcomes and contribute to the Health in All Policies city ordinance.
- Collaborated with the City of Richmond, U.C. Berkeley, and non-profit organization Pogo Park to determine research protocol and desired outcomes of the study.
- Utilized statistical analysis with spatial data to evaluate program efficiency and effectiveness on improving health and wellness outcomes.
- Presented various descriptive datasets to community members in public meeting environment and incorporated feedback into ongoing work.
- Delegated data analysis and visualization tasks to student interns to ensure efficient program management and adherence to grant-specified work plans for Health in All Policies report.

Administrative Student Intern, City of Richmond Community Services Department and City Manager's Office

Aug 2016 – Jan 2018, Richmond, CA

- Conceptualize strategies to improve participation in community centers through data analysis, community engagement, and program implementation.
- Develop programs for providing attractive, safe, and accessible facilities that promote a positive community image and enhance social, physical, and educational benefits.
- Disseminate findings to neighborhood council members for feedback and collaboration through community meetings and community leader focus groups.
- Spearheaded a strategy to transform an underutilized space into a maker space for Richmond residents.
- Assisted Richmond Outdoors Coalition, a cross-sector partnership of community stakeholders, to formulate goals, outreach and measurement strategies for increasing visibility and usage of local outdoor recreation areas.

Education and Outreach Professional, National Forest Service, Northern Field Station

Jan 2014 – Jun 2016, Philadelphia, PA

- Researched content for Urban Federal Water Partnership website and composed content for the United States Forest Service Northern Field Station website.
- Organized 50 students from four Philadelphia high schools to participate in six environmentally-themed programs as well as county and state competitions.
- Assisted in building monitoring sites, collecting data, and running data analysis of ecological changes in an urban environment for the Northern Field Station's research teams.

Crew Supervisor, The Nature Conservancy and National Forest Service Northern Field Station

May – Aug 2015, Philadelphia, PA

- Implemented first longitudinal study of tree health survey in an urban environment as part of a team.
- Collected tree species and health information from over 2,400 trees throughout all of Philadelphia to analyze the distribution of trees and identify areas of environmental inequities.
- Supervised six full-time summer employees including check-ins, mentorship, letters of support, and approval of timesheets
- Restructured data collection, cataloguing, analysis and clean-up processes for efficiency.
- Provided youth development workshops for interns and supervised and assisted interns in the development, implementation and presentation of an urban conservation project.

THOMAS OMOLO, MCP,

EDUCATION

Master of City Planning; Master of Public Health, University of California at Berkeley, 2019
Graduate Certificate in Geographic Information Science and Technology, 2019

B.S., Marine Biology; Minor in Earth Science, University of California at Santa Cruz, 2011

FELLOWSHIPS & AWARDS

New Leaders Council Fellow, 2018, Oakland Chapter

Awarded to 20 rising progressive leaders across East Bay for professional development in social justice work.

Urban Equity Student Fellow, 2016-18, UC Berkeley Institute of Urban and Regional Development

Awarded to students with passion and expertise in domestic and international community development.

Graduate Opportunity Program Fellow, 2016-17, UC Berkeley College of Environmental Design

Awarded by admission committee to students who demonstrate a high potential for professional success.

Profile

Josefina

First Name

Thomas

Last Name

Middle Initial

[Redacted] Email Address

[Redacted] Street Address

Suite or Apt

Oakland

City

CA

State

94605

Postal Code

What City Council district do you live in?

District 6

[Redacted] Primary Phone

[Redacted] Alternate Phone

Spotify, Inc.

Employer

Senior Ad Sales Systems Manager

Job Title

Which Boards would you like to apply for?

Parks and Recreation Advisory Commission: Submitted

Interests & Experiences

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

I am a proud Oakland-born resident raised in the San Antonio neighborhood, and currently live in district 6. I have enjoyed Oakland's parks and beautiful natural areas for much of my life, and I would like to contribute my time, passion, and experience to the Parks and Recreation Advisory Commission. I have reviewed Measure Q and previous meeting notes to develop a general understanding of the commission role and high level responsibilities. With this in mind, I am eager to become a contributing member to PRAC. The qualifications I bring are: -6+ years of operations experience, with 3 years of experience driving operations at Fortune 500 companies -Analytical and empathetic -Genuine passion to want to make a positive impact in the city of Oakland

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.

[Resume - Josefina Thomas - Global Salesforce Enablement Lead.pdf](#)

Upload a Resume

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

Please click the acknowledgement below.

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I Agree *

Josefina Thomas

Experienced Sales Systems Manager

I'm a Sales Systems Manager with 6 years of experience supporting Salesforce and third party sales tools for global organizations, specifically in the ad sales industry. My experience ranges from owning sales support channels and intake processes for global sales teams, to collaborating with stakeholders to drive operational improvements and more.

CORE SKILLS

Salesforce (Administrator certified ADM-201)
Sales Training
Program Management
Salesforce Integrations

Outreach
LinkedIn Sales Navigator
Zoominfo
Jira

EXPERIENCE

Spotify, Ltd.

Senior Ad Sales Systems Manager

San Francisco, CA

Nov 2022 - Mar 2024

- Led operations of ad sales support intake channels (*Salesforce cases, Slack*) for 800+ end users
 - Served as subject matter expert and primary point of contact for Salesforce and sales order issues
 - Owned incident escalation path when technical issues or bugs arose
 - Communicated with stakeholders in sales, sales operations, pricing & inventory, and engineering to steer change management
 - Managed 3rd party (Accenture) support team responsible for processing an average of 250 Salesforce cases weekly
- Drove GTM process change by launching [SetSail](#) (sales data platform) to 500+ end users, resulting in an average of 1 hour of time saved per Client Partner each week. Launch included:
 - Owning the vendor relationship
 - Partnering with engineering and data teams to integrate into Salesforce
 - Leading multiple live training sessions for hundreds of sales team members, demoing the new *Client Engagement Tracking* process in CRM Analytics
 - Documenting new activity tracking process and hosting weekly office hours
- Managed a global team of business analysts responsible for delivering high value impact projects to the sales organization, including:
 - Establishing and rolling out a new service desk process for stakeholders
 - Identifying improvements to quarterly account planning and data governance processes
- Mapped end-to-end enterprise pre-sales process, leading to several sales process improvements impacting Spotify's \$1B+ advertising business
- Supported multiple high volume SMB programs by providing strategic guidance and technical business requirements for tools like Salesforce, Outreach.io and LinkedIn Sales Navigator

Twitter, Inc.

CRM Sales Systems Manager

San Francisco, CA

May 2021 - Nov 2022

- Served as business partner between sales and cross-functional teams, focused on improving sales workflows. Projects included:
 - Leading *2023 Reservation Calendar* product launch, an internal tool built in Salesforce that generated \$500M+ of annual booked revenue
 - Partnered with pricing, business operations, and engineering teams on a complex release strategy to support Twitter's *Promoted Trend* ads product
- Worked with sales leadership to improve team efficiency by implementing new tools
 - Launched Groove, ZoomInfo, and Gong.io to drive operational efficiency
 - Collaborated with sales leadership and IT to build a *Sales Command Center* for individual contributors and managers

- Developed a single, centralized user experience in Salesforce enabling sellers to request support from ancillary teams (brand strategy, revenue product specialists)

Quora, Inc.

Sales Operations Manager

Mountain View, CA

Jan 2018 - May 2021

- Built Salesforce instance from scratch, including all sales processes that drove company from \$0M to \$50M in annual revenue
- Designed, tested, and launched scalable programs for our sales team, focusing on new advertiser activation and preventing advertiser churn
- Managed implementation, rollout, and vendor relationships with Salesforce, Outreach.io, LinkedIn Sales Navigator, Validity, and Clearbit
- Collaborated with sales leaders to understand sales process bottlenecks, and developed solutions to eliminate pain points
- Collaborated with the Product team to track new ad unit usage in Salesforce through establishing operational processes and tracking KPIs through dashboard reporting
- Projects included:
 - Building an automated onboarding program for SMB advertisers
 - Collaborating with Sales Finance to support bottoms up quarterly sales planning
 - Creating lead routing and territory assignment logic in Salesforce
 - Target account list development

Ad Strategist

Sep 2016 - Jun 2018

- Managed relationships with advertisers and provided advertising solutions based on client's advertising objectives

EDUCATION

University of California, San Diego

B.A. degree in Communication

La Jolla, CA

Sept 2006 - Mar 2010

Profile

Haley
First Name

M
Middle Initial

Gonzales
Last Name

[Redacted]
Email Address

[Redacted]
Street Address

[Redacted]
Suite or Apt

Oakland
City

CA
State

94606
Postal Code

What City Council district do you live in?

District 2

[Redacted]
Primary Phone

[Redacted]
Alternate Phone

California State Parks Foundation
Employer

Community Partnership and Impact Manager
Job Title

Which Boards would you like to apply for?

Parks and Recreation Advisory Commission: Submitted

Interests & Experiences

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

In my current position I work closely with state park staff and park partners on community engagement, events, planning, and funding opportunities. Myself and my team are currently reviewing CNRA's Outdoors For All Initiative, along with DPR's new strategic plan, which inform our grantmaking program and policy recommendations. I oversee our Access and Experience Program, and have knowledge regarding issues underserved communities face when it comes to being able to visit and experience the benefits of parks. I believe this experience will be beneficial as a commission member to help formulate policy recommendations and plans for the future development of Oakland Parks, Recreation & Youth Development.

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.

[H._Gonzales_resume.docx](#)
Upload a Resume

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

Please click the acknowledgement below.

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I Agree *



Haley Gonzales

Haley Gonzales has a background in marketing, partnerships, and community relations. These experiences have shaped how she approaches her work with a focus on forming authentic relationships, communication, curiosity, and integrity. Haley is currently a co-lead of California State Parks Foundation's justice, equity, inclusion, diversity (JEID) committee, and has created a coalition of environmental organizations to advance the work of JEID within parks and other outdoor spaces. With an understanding of the interconnectedness of the systems we live in, she hopes to help other individuals, partners, and organizations develop the knowledge and tools to an intersectional approach to environmentalism that is rooted in justice, equity, inclusion and diversity.

Haley was fortunate to grow up going to parks with her family to camp, hike, and mountain bike. These experiences shaped her views when it comes to our connections with nature and instilled a deep respect for all living beings.

Contact

Phone



LinkedIn

Expertise

- Partnership development
- Community outreach Project
- Planning
- Project management
- DEIJ planning and
- Implementation Facilitation
- Team leadership

Experience

February 2020 - Present

California State Parks Foundation, San Francisco CA
Community Partnership and Impact Manager

- Oversee programs, partnerships, sponsorships, and grantmaking initiatives centered on organization's Access and Experiences program
- Manage budget allocation for grantmaking and program objectives within the Access and Experiences program
- Align initiatives with California's Outdoors For All strategy
- Co-lead the organization's Justice, Equity, Inclusion, Diversity Committee

August 2018 - March 2020

Blistering Pace Race Management, Napa CA
Marketing and Partnerships Manager

- Handled partnerships and sponsorships for the Napa Valley Marathon and Kaiser Permanente Half Marathon, 10k, and 5k events
- Cultivated connections with various running communities via community engagement gatherings
- Oversaw the ambassador programs
- Managed the marketing budget
- Race operations for various races

February 2017 - August 2018

Sacramento Running Association, Sacramento CA
Marketing and Community Relations

- Managed marketing for all Sacramento Running Association events
- Cultivated connections with various running communities via community engagement gatherings
- Oversaw the California International Marathon's First-Timer's program
- Oversaw ambassador programs
- Managed the marketing budget
- Race operations for various races

References

Christen Bechert

California State Parks,
Interpreter III

Melissa Potts

Volunteer Program Manager, California
State Parks Foundation



Phone: Email :



[The rest of the page is blank white space.]

Profile

Fernando

First Name

Cervantes

Last Name

Middle
Initial

[Redacted] _____
Email Address

[Redacted] _____
Street Address

[Redacted] _____
Suite or Apt

California

City

CA

State

94609

Postal Code

What City Council district do you live in?

District 1

[Redacted] _____
Primary Phone

[Redacted] _____
Alternate Phone

Comerica Bank

Employer

Counsel

Job Title

Which Boards would you like to apply for?

Parks and Recreation Advisory Commission: Submitted

Interests & Experiences

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

My name is Fernando Cervantes. I am 33-years-old, a first-generation lawyer, and son of farmers from Northern Mexico. I am also a proud Oakland resident, currently living in District 1. I am writing to be considered for the commissioner opening at the Parks and Recreations Advisory Commission ("PRAC"). My legal training, passion for community gardening, and lived experiences make me an excellent candidate to assist PRAC's mission in formulating policy recommendations, advising on maximizing the utilization of Oakland parks, and be an oversight on the Measure Q funds entrusted to PRAC by Oakland voters. As a lawyer, my skills and training revolve around understanding complex information and advising various stakeholders at my company on executing business transactions that are efficient and with a focus on maximizing up-side with minimal risk. Much of this work involves tremendous reading and writing, but it often also involves inter-personal exercises, such as advising, negotiating, and counseling. I am familiar and confident with translating complex information and finding ways for adverse parties to collaborate. As a PRAC Commissioner, this mix of hard and soft skills will help PRAC's policy advisory function and cross-collaboration with stakeholders like City Council and the City Administrator. In other words, I can help my colleagues at PRAC understand policy, the law, and help it strategize on how best to socialize our priorities with the City stakeholders. Aside from my legal experience, I have also worked in community organizing. Specifically, in 2015 I worked with a team of neighbors in Pasadena, California, to reclaim and re-zone an empty neighborhood lot and transform it into a vibrant community garden. The transformation of the lot into a community garden was not easy but I learned how to move city government in tandem with community interests and thereby creating stronger civic engagement between the city and its residents. For PRAC, this experience will be invaluable in further developing its relationship with Oakland City stakeholders. I look forward to your consideration. Should the committee evaluating my candidacy have any questions, please reach me at Fernando_cervantes@berkeley.edu

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.

[F. Cervantes Resume 2024.pdf](#)

Upload a Resume

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

F
C

EXPERIENCE Comerica Bank Palo Alto, CA
e November 2023–current • Draft and negotiate a variety of corporate and banking agreements including non-disclosure agreements, account control agreements, security agreements, subordination agreements, and loan and security agreements. • Collaborate with various teams, and advise internal stakeholders on the management of \$700,000,000 in loan and deposit accounts and general day-to-day business and legal issues arising from Technology and Life Science clients. • Assist internal teams with internal investigations and document production relating to government requests and subpoenas. This includes analyzing various documents for red flags and summarizing issues to stakeholders. U.S. District Court for the N.D. Cal., Hon. Araceli Martínez-Olguín San Francisco, CA Term Law Clerk Apr. 2023–July 2023 • Drafted orders on a variety of matters including trade secret misappropriation, copyright infringement, breach of contract, and class actions. • Conducted significant legal research on novel legal issues to assist the judge with substantive and procedural orders. • Independently managed the day-to-day administration of a dynamic and complex civil docket (including 80+ civil cases) that required quick and discrete recommendations on procedural and substantive legal issues. Jones Day Palo Alto, CA Intellectual Property & Technology Transactions Associate Nov. 2020–Apr. 2023 ● Structured, drafted, and negotiated a variety of complex commercial intellectual property and technology agreements, including SaaS agreements, on-premise software agreements, collaboration agreements, MSAs, distribution agreements, development agreements, stand-alone IP licenses (including trademark, trade secret and patent licenses), data licenses, open source licenses, SOWs, hardware supply agreements, reseller agreements, terms of service, terms of use, and non-disclosure agreements. ● Worked as an IP specialist on 15+ deals (M&A, spin-offs, divestitures, and early-stage investments). Responsible for leading IP due diligence—including the review of registered and unregistered IP, the target’s commercial agreements, and its business and commercial practices—and drafting diligence reports. Responsible for drafting the IP sections of definitive agreements and ancillary deal agreements (including IP licenses, assignment agreements, and transition services agreements). ● Regularly presented IP due diligence findings on behalf of buy-side M&A clients during the RWI diligence calls. ● Advised business teams in IP, data, breach of contract, and open source issues by explaining complex business and legal issues in simple and succinct language for non-experts. ● Actively engaged in pro bono asylum and domestic violence work. Prepared court filings, argued for, and successfully secured a three-year restraining order for a firm client. ● Regularly called to represent the firm in recruitment and business development programs. Co-chair of the ’22 Silicon Valley Office Summer Associate Program. Summer Associate Summer 2019 EDUCATION University of California, Berkeley, School of Law Berkeley, CA J.D. May 2020 Recognitions: Skadden Deposition Competition, Runner-Up (2019) Activities: Workers & Tenants Rights Clinic, Student Advocate (2017–18); Coalition for Diversity, Co-Chair (2018–19); La Raza Law Students Association, Recruitment Chair (2018–19); Berkeley La Raza Law Journal, Articles Editor (2018–19); Professor David Oppenheimer, Research Assistant (2018–20) San Francisco State University San Francisco, CA B.A., magna cum laude, International Relations May 2013 AWARDS & RECOGNITIONS California Lawyers Association, Wiley W. Manuel Certificate for Pro Bono Legal Services June 2022

Please click the acknowledgement below.

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I Agree *

Fernando Cervantes

FERNANDO CERVANTES

EXPERIENCE

Comerica Bank

Corporate Counsel II, Technology and Life Science

Palo Alto, CA

November 2023–current

- Draft and negotiate a variety of corporate and banking agreements including non-disclosure agreements, account control agreements, security agreements, subordination agreements, and loan and security agreements.
- Collaborate with various teams, and advise internal stakeholders on the management of \$700,000,000 in loan and deposit accounts and general day-to-day business and legal issues arising from Technology and Life Science clients.
- Assist internal teams with internal investigations and document production relating to government requests and subpoenas. This includes analyzing various documents for red flags and summarizing issues to stakeholders.

U.S. District Court for the N.D. Cal., Hon. Araceli Martínez-Olgún

Term Law Clerk

San Francisco, CA

Apr. 2023–July 2023

- Drafted orders on a variety of matters including trade secret misappropriation, copyright infringement, breach of contract, and class actions.
- Conducted significant legal research on novel legal issues to assist the judge with substantive and procedural orders.
- Independently managed the day-to-day administration of a dynamic and complex civil docket (including 80+ civil cases) that required quick and discrete recommendations on procedural and substantive legal issues.

Jones Day

Intellectual Property & Technology Transactions Associate

Palo Alto, CA

Nov. 2020–Apr. 2023

- Structured, drafted, and negotiated a variety of complex commercial intellectual property and technology agreements, including SaaS agreements, on-premise software agreements, collaboration agreements, MSAs, distribution agreements, development agreements, stand-alone IP licenses (including trademark, trade secret and patent licenses), data licenses, open source licenses, SOWs, hardware supply agreements, reseller agreements, terms of service, terms of use, and non-disclosure agreements.
- Worked as an IP specialist on 15+ deals (M&A, spin-offs, divestitures, and early-stage investments). Responsible for leading IP due diligence—including the review of registered and unregistered IP, the target's commercial agreements, and its business and commercial practices—and drafting diligence reports. Responsible for drafting the IP sections of definitive agreements and ancillary deal agreements (including IP licenses, assignment agreements, and transition services agreements).
- Regularly presented IP due diligence findings on behalf of buy-side M&A clients during the RWI diligence calls.
- Advised business teams in IP, data, breach of contract, and open source issues by explaining complex business and legal issues in simple and succinct language for non-experts.
- Actively engaged in pro bono asylum and domestic violence work. Prepared court filings, argued for, and successfully secured a three-year restraining order for a firm client.
- Regularly called to represent the firm in recruitment and business development programs. Co-chair of the '22 Silicon Valley Office Summer Associate Program.

Summer Associate

Summer 2019

EDUCATION

University of California, Berkeley, School of Law

J.D.

Berkeley, CA

May 2020

Recognitions: Skadden Deposition Competition, Runner-Up (2019)

Activities: Workers & Tenants Rights Clinic, Student Advocate (2017–18); Coalition for Diversity, Co-Chair (2018–19); La Raza Law Students Association, Recruitment Chair (2018–19); Berkeley La Raza Law Journal, Articles Editor (2018–19); Professor David Oppenheimer, Research Assistant (2018–20)

San Francisco State University

B.A., magna cum laude, International Relations

San Francisco, CA

May 2013

AWARDS & RECOGNITIONS

California Lawyers Association, *Wiley W. Manuel Certificate for Pro Bono Legal Services*

June 2022

Profile

Cameron

First Name

Snyder

Last Name

Middle
Initial[REDACTED]
Email Address[REDACTED]
Street Address

Suite or Apt

OAKLAND

City

CA

State

94618

Postal Code

What City Council district do you live in?

None Selected

[REDACTED]
Primary Phone[REDACTED]
Alternate Phone

Employer

Job Title

Which Boards would you like to apply for?

Parks and Recreation Advisory Commission: Submitted

Interests & Experiences

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

I am enthusiastic about the opportunity to elaborate on how my qualifications, particularly my experience with NYC Parks and Recreation, align with the mission of the Parks and Recreation Commission. During my three years with NYC Parks and Recreation, I played a pivotal role in focusing on handicap accessibility initiatives. This experience allowed me to actively contribute to creating inclusive recreational spaces and addressing the diverse needs of the community. My efforts were directed towards enhancing the overall accessibility and enjoyment of parks, reflecting a commitment to fostering community well-being. The insights gained from my NYC Parks and Recreation tenure have provided me with a deep understanding of the intricacies involved in the policy and operation of a parks and recreation system. I successfully collaborated with diverse stakeholders, navigated regulatory processes, and implemented projects that positively impacted the community. I am also an active triathlete regularly using oakland parks.

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.

Upload a Resume

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

Cameron Snyder

CAMERON SNYDER [REDACTED] SUMMARY Strategic multi-hat people, project and product manager with 10+ years of experience in internal business operations, HR and IT. Proven track record of building and leading high-performing teams to deliver high-utilization products and programs. With a social science degree and an MBA, I bridge the gaps between the quantitative side, the business side and the human side of HR work – and I “Excel” at taking the messy data that is ever-present in People organizations and molding it into thoughtful, relevant and actionable stories that drive alignment and meaningful change. I am equally data-driven and lead with empathy when it relates to user experience and business scenarios. Expertise in data mining, machine learning, and visualization. Experience in both hypergrowth startups and large, established enterprises. Experience & Education: - Palo Alto Networks: Product Manager - Blink Health: Senior Program Manager - OrgVue: Senior Consultant - Juul Labs: Manager, People Strategy - Glu Mobile: Talent Analyst - MBA // University of San Francisco - Project Management Certificate // UC Berkeley - B.A. Dual Degree Environmental Science and Sociology // Hobart & William Smith Colleges - Experience with Python, R, SQL, Tableau, Power BI, Excel, Workday, Greenhouse, Salesforce, Smartsheets, Asana RELEVANT EXPERIENCE BLINK HEALTH Senior Program Manager // Aug 2021 - Aug 2022 // San Francisco, CA While at Business School, I supported a start-up with the following people strategy programs: Compensation Planning Technology Redesign: Implemented Workday with core human capital management and payroll platform. ORGVUE Senior Consultant // Jan 2021 - Aug 2021 // San Francisco, CA Following a Reduction-in-Force at Juul, I took a 6 mo contract engagement focused on the following: M&A: Largest footwear company resigning data science and IT organization for the future of work with AI/ML using orgvue software to provide a meaningful output of scenario modeling and transformation. Design Thinking: Led student-led consulting groups through client engagement practices using design thinking. Facilitated workshops and ideation sessions to generate creative solutions to complex problems. Developed strong communication and interpersonal skills. Successfully implemented design thinking projects for clients in a variety of industries. Clients: HP, Redwood Trust, Asana, USF JUUL LABS Manager, People Strategy // Aug 2018 - Jan 2021 // San Francisco, CA I joined Juul Labs as the first people analyst (later promoted to senior associate, then manager) as the company was going through hypergrowth – originally at 300 people, reaching ~5,000 employees over two years – then the company pivoted, restructured and downsized. Juul Labs was 400 people when I left. As a People Strategy Manager, my role was to drive the strategy and insights needed for the People team to navigate all the changes Juul was facing. Capacity Planning: Given the challenge of reducing ~3000 people in 3 phases, I created a tool to run transformation exercises and offboarding automations at scale. The tool maintained the utmost sensitive data by permissioning to specific user roles, capturing transactions, and outputting the required people processes. The tool allowed notifications to be scheduled, calculations for payroll, and offboarding documentation saving project team users hundreds of hours of execution and ultimate the company \$500M payroll costs. Compensation Program: I was responsible for managing the end-to-end compensation for employees of Altria following its \$13 billion deal with Juul (as noted by the WSJ). This included modeling bonus scenarios (\$1B Cash), implementing process and systems, and leading the communications plan with employees about the changes. I successfully completed this complex project on time and received positive feedback from all stakeholders. Developed a Recruiting Engine: Optimized 40+ member, \$30M recruiting function to hire 4000 people in 28 new countries in 15 months by creating a recruiting engine inclusive of talent health analytics, diversity analytics, capacity plans, performance, and forecast metrics. People Analytics: Created foundation for people analytics function including system selection, reports, ETL pipeline, data warehouse, BI tool development (dashboards).Applied analytics to enable executive decision making and workforce planning in hiring and restructuring (cost cut \$1B) Interim Head of People Operations and PMO: As Juul downsized, I took on the role to manage a team of 12 global individual contributors focused on employee lifecycle activity, workday system administration. Focused on process improvement and automation to allow streamlined processes and user experience. Created PMO operations for improved prioritizations and leadership visibility. Glu Mobile Talent Analyst // Aug 2016 - Aug 2018 // San Francisco, CA Glu Mobile is a leading mobile game developer and publisher with a portfolio of popular titles including Design Home, Covet Fashion, and Kim Kardashian: Hollywood. I joined Glu Mobile as a Talent Analyst in Aug 2016. I was responsible for developing and implementing talent acquisition strategies that support Glu Mobile's growth and success. The company has since been acquired by EA. People Analytics – from Foundational to Advanced: starting from ad-hoc, one-off models, moved Glu’s people analytics capabilities to fully-automated and real-

time solutions available via Tableau and machine learning models covering attrition and retentive action. As a key part of this, provided the training, communication and support needed to enable a data-driven culture within the People team. Recruiting Analytics & Operational Transformation: built analytical transparency into our recruiting effectiveness and drove the targeted action to improve productivity based on key metrics such as time to hire, quality of hire and hires per recruiter. Resulted in ~15% increase in productivity, ~10% decrease in cost and similar candidate quality.

Please click the acknowledgement below.

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.

I Agree *

Profile

Marc

First Name

Barach

Last Name

Middle
Initial[REDACTED]
Email Address[REDACTED]
Street Address

Suite or Apt

Oakland

City

CA

State

94602

Postal Code

[REDACTED]
Primary Phone[REDACTED]
Alternate Phone

Employer

Job Title

Which Boards would you like to apply for?

Parks and Recreation Advisory Commission: Submitted

Interests & Experiences

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

I am a retired business executive who along with my wife has lived in Oakland since 1987 and raised our family here. I currently volunteer with the East Bay Regional Park District and The Alameda County Food Bank but have additional capacity to devote towards improving the lives of my fellow Oaklanders. I believe that our parks and the ability to recreate outdoors is of even greater importance today given the encroachment of tech devices in our lives and the lives of our children, and the constraints that Covid has placed on so many indoor activities. Having well-maintained parks, that are safe, equitably accessible to all, and teeming with energy and programs is a goal I would like to collaborate with others in achieving. Over the course of my business career I have learned and mastered many skills that I believe would be useful as a member of the PRAC commission. I've learned to develop, mentor and lead teams toward common goals, listen to and balance the needs of multiple constituents when making key decisions, analyze problems comprehensively and use decision models to arrive at the best choice, develop creative solutions to complicated problems, communicate complex concepts in clear and meaningful ways, negotiate contracts, interact with Boards of Directors and customers, work with the media to persuasively present a case, conduct strategic planning exercises, develop and manage budgets and be accountable for results. I have conducted my business and personal affairs with the utmost integrity and see learning opportunities in every endeavor I undertake. I have a deep love for the outdoors, having hiked thousands of miles in our local hills and I volunteer hundreds of hours annually with the EBRPD. Joining the PRAC seems like a natural fit given my affinity for the outdoors and my professional skill set. It would be an honor and a privilege to serve on the Oakland Parks and Recreation Advisory Commission. Thank you for your consideration. Marc Barach [REDACTED]

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.

[Marc_Barach_Resume_2022v.pdf](#)

Upload a Resume

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Please click the acknowledgement below.

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I Agree *

Marc E. Barach

Entrepreneurial and disciplined executive with strong track record in building and nurturing teams and achieving diverse goals in high-growth and complex environments.

Alameda County Community Food Bank, Oakland, CA 2021–present

Volunteer

I help package and distribute food to thousands of Alameda County residents who are facing food insecurity.

East Bay Regional Park District, Oakland, CA 2018–present

Volunteer, District 1 Manager

I serve the public as a member of the Hiking Safety Patrol and the Search & Rescue Team under the auspices of the EBRPD Police Department. In that capacity I provide assistance to park visitors, monitor trail conditions and report on illegal activity.

Advisor, Early-Stage Investor, Consultant, Oakland, CA 2018–present

I assist tech-driven clients with their marketing strategy and brand development programs. My investment activity focuses on health care tech start-ups that carry the potential to improve quality of life and wellbeing.

Fond, Inc., San Francisco, CA, 2017–2018

Vice President, Marketing

Fond provides a SaaS employee engagement software platform to attract, retain and motivate employees of small and mid-market companies. This venture-backed company raised \$35 million and has ~600 customers.

- Conducted strategic analysis of business leading to decision to significantly change product offering and reposition company.

Jumio, Inc., Palo Alto, CA (Acquired by Centana Growth Partners)

Chief Marketing Officer 2012–2016

Consultant 2/2016–8/2016

Jumio is a SaaS technology firm that uses device cameras to authenticate the credentials and identities of consumers in real-time mobile and desktop transactions. The company was backed by Andreessen-Horowitz and Facebook Co-Founder Eduardo Saverin.

- Member of founding management team. Hired and led 14-person marketing team deployed in Palo Alto, Vienna and London.
- Created wide range of selling content: whitepapers, case studies, site content, product sheets, sales presentations.
- Managed multi-national industry analyst and PR relations. Gave nearly 100 interviews and garnered about 700 stories and references from trade and national media in 2014–2016.

Emotive, Inc., San Francisco, CA, 2010–2011 (Acquired by Appconomy)

President & CEO, Board Director

Emotive was a mobile messaging platform serving consumers and mobile carriers. The company developed and brought to market rich media messaging service Highnote™ for iOS and Android.

- Launched at DEMO 2012 and achieved Top 25 AppStore category ranking.
- Raised \$1.6 million Series A funding and hired executive team.

Tribal Fusion, Emeryville, CA, 2/2010–12/2010 (Private; Parent Company Exponential)

Chief Marketing Officer

Tribal Fusion is the largest independent online ad network serving over 30 billion display, video and mobile ads per month on behalf of enterprise clients and interactive agencies to a worldwide audience of 230 million people.

- Led Product and Corporate Marketing, Sales Strategy and Planning, Product Management, Vertical Market Solutions functions.

Marin Software, San Francisco, CA, 2008–2009 (\$105 million IPO)

Chief Marketing Officer

Marin Software was the first to provide an enterprise-class, paid search management platform to interactive agencies and large advertisers.

- Managed Product Marketing, Marketing Communications, Lead Generation, Business Development, Sales Support, Market Research, Competitive Analysis and Press/Analyst Relations.

Ingenio, Inc. (AT&T Interactive), San Francisco, CA, 2002–2008 (Acquired by AT&T - \$300 million)

Chief Marketing Officer

Ingenio pioneered Pay Per Call®, an innovative paid search advertising service enabling businesses to bid on and purchase live phone calls rather than web site clicks. Ingenio also operated the world’s largest B2C peer-to-peer marketplace for expert advice, connecting consumers to advisors through its web and telephone platform.

- Executed buyer and seller acquisition and usage programs that increased revenue from \$32mm to over \$107 mm.
- Hired and led staff of 20 professionals. Managed Customer Acquisition, Strategic Planning, Revenue Optimization, Advertising.
- Initiated and led strategic analysis that launched the company into the paid search and mobile monetization sectors.
- Co-inventor, patent holder and chief evangelist for Ingenio Pay Per Call® Advertising Platform. US Patent granted in 2006.
- Managed product integrations and revenue growth with corporate clients such as AOL, AT&T, Microsoft, Dex Media, InfoSpace and others and served as executive in charge of those account relationships.
- Presented frequently at prestigious industry and trade conferences such as *Search Engine Strategies, AdTech, Mobile Marketing Association* and gave numerous interviews to press resulting in 90 articles or references in national and trade publications including the *Wall Street Journal, New York Times, Barrons, and Fortune.*

I-Impact, Inc., San Francisco, CA, 2000–2002

President & CEO, Board Director

I-Impact was a venture-backed enterprise software platform and applications company in the emergent predictive analytics space, delivering solutions to Global 1000 firms.

- Hired executive team and led 75 person staff in San Francisco and Tel Aviv.
- Aligned sales, marketing and product development towards enterprise financial services and telco target markets.
- Negotiated OEM, system integrator and distribution deals with channel partners such as McKinsey Consulting.
- Led Board and Founders in strategic analysis of the best course of action to take during software sector meltdown.

InsWeb Corporation, Redwood City, CA, 1997–2000 (\$100 million IPO)

Chief Marketing Officer

InsWeb was the first and largest online, B2C consumer insurance marketplace providing multiple binding auto, home and life insurance quotes from a single application.

- Grew revenue from zero to \$35 million. Gained dominant share (45%) of online insurance market through development and execution of national branding and direct response advertising campaigns utilizing TV, radio, print, and online media.
- Managed Business Development functions and formed strategic partnerships with Internet portals and other leading sites. Oversaw 200 distribution partnerships including *Yahoo!, MSN, ETrade* and AOL properties.
- Hired and led team of 30 marketing and web design professionals.

Charles Schwab & Co., San Francisco, CA, 1989–1996 (Public)

Over a seven-year period developed and executed brand development strategies and marketing programs to fuel Schwab’s strong growth in customer accounts, assets and profitability. Supported both B2C and B2B divisions.

Vice President, Brand Management, 1995–1996

- Developed and installed marketing infrastructure and systems for the online brokerage unit, eSchwab. Launched Mutual Fund OneSource which became a dominant force in the mutual fund industry.

Vice President, Advertising, 1992–1995

- Managed Schwab’s in-house advertising agency, supporting brand and product advertising programs for the firm’s retail, business-to-business and International divisions.
- Managed media and production budgets of up to \$55 million per year. Led team of 35 advertising and marketing professionals.
- Guided division leaders to take part in a unified and consistent positioning and messaging strategy.

Director, Marketing, 1989–1992

- Developed and executed broadcast, print and direct marketing programs to acquire new brokerage trading accounts. Increased new accounts from ~600 to ~2000 new accounts per day.

EDUCATION

Master of Business Administration
 State University of New York at Albany
 Major: Marketing

Bachelor of Arts
 Hebrew University of Jerusalem, Israel
 Major: Political Science

APPROVED AS TO FORM AND LEGALITY


CITY ATTORNEY'S OFFICE

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY MAYOR SHENG THAO

RESOLUTION CONFIRMING THE MAYOR'S REAPPOINTMENT OF MARC BARACH AND APPOINTMENT OF HALEY GONZALES, FERNANDO CERVANTES, CAMERON SNYDER, THOMAS OMOLO, AND JOSEFINA THOMAS AS MEMBERS OF THE PARKS AND RECREATION ADVISORY 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, Ordinance No. 8065 C.M.S., adopted November 13, 1969 and amended by Ordinance Nos. 11731 C.M.S., and 13622 C.M.S., establishes the Parks and Recreation Advisory Commission to advise the Mayor, City Council, City Administrator and the Office of Parks and Recreation on all matters relating to the general policy and operation of the parks and recreation system; and

WHEREAS, the Parks and Recreation Advisory Commission consists of eleven (11) members who are all residents of the City serving no more than two consecutive three-year terms; and

WHEREAS, the Honorable Mayor Sheng Thao has reappointed Marc Barach and appointed Haley Gonzales, Fernando Cervantes, Cameron Snyder, Thomas Omolo, and Josefina Thomas to serve three-year terms, subject to confirmation by the City Council; and

RESOLVED: That pursuant to City Charter section 601, the City Council hereby confirms the Mayor’s appointments to the Parks and Recreation Advisory Commission:

Marc Barach, to serve a three-year term on the Parks and Recreation Advisory Commission that began March 18, 2024 and ending March 17, 2027, filling a seat previously held by himself.

Haley Gonzales, to serve a three-year term on the Parks and Recreation Advisory Commission beginning March 18, 2024 and ending March 17, 2027, filling a seat previously held by Isaac Kos-Read.

Fernando Cervantes, to serve a three-year term on the Parks and Recreation Advisory Commission beginning November 17, 2023 and ending November 16, 2026, filling a vacant seat previously held by Kenzie Smith.

Cameron Snyder, to serve a three-year term on the Parks and Recreation Advisory Commission beginning November 14, 2022 and ending November 13, 2025, filling a vacant seat previously held by Evelyn Torres.

Thomas Omolo, to serve a three-year term on the Parks and Recreation Advisory Commission beginning November 17, 2023 and ending November 16, 2026, filling a vacant seat previously held by Princess Allen.

Josefina Thomas, to serve the remainder of a three-year term on the Parks and Recreation Advisory Commission beginning May 10, 2022 and ending May 9, 2025, filling a seat vacated by Donna Duhe.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - FIFE, GALLO, JENKINS, KALB, KAPLAN, RAMACHANDRAN, REID, AND
PRESIDENT FORTUNATO BAS

NOES –

ABSENT –

ABSTENTION –

3349751v2/MJM

ATTEST: _____

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