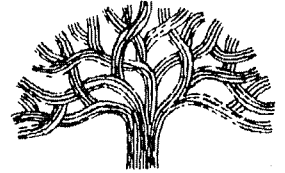


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CITY OF OAKLAND



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

Office of the Mayor
Honorable Libby Schaaf
Mayor

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

Letter of Appointment

March 15, 2017

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

Dear President Reid and members of the City Council:

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

Housing, Residential Rent and Relocation Board

Mary Jo Cook, to the Housing, Residential Rent and Relocation Board to serve a three-year term as a Neutral Representative that began February 12, 2016 and will end February 11, 2019, filling the seat previously held by Beverly Williams.

Thank you for your assistance in this matter.

Sincerely,

Libby Schaaf
Mayor

Mary Jo Cook

Summary

Mission driven leader, unlocking the potential of people and organizations.

25+ years of experience in general management, innovation, strategy development & implementation, marketing communications, sustainability and corporate social responsibility, in both the for-profit and non-profit sectors.

Experience

Pacific Community Ventures, San Francisco CA September 2015 to Present

President & Chief Executive Officer

- ✓ Lead Pacific Community Ventures in engaging small businesses, investors and policymakers to create good jobs for working people and build an economy that works for everyone.
- ✓ Our Small Business Advising & Lending programs connect entrepreneurs to the expertise and capital they need to grow their businesses and create new jobs. In 2015 we worked with 230 small business owners, helping them grow revenue by 20% (6 times the national average), and create or maintain almost 1,000 jobs.
- ✓ Our Impact Advisory practice conducts research and evaluation so that investors and policymakers will drive more capital to social good. We work with a wide range of organizations to define, measure and communicate the social outcomes achieved from their impact investments.
- ✓ Recently launched a Quality Jobs strategy designed to create jobs that are good for workers, good for businesses and good for communities. In May, published [Moving Beyond Job Creation](#), a report that seeks to answer: What – exactly -- is a quality job? What role could impact measurement play in driving quality job creation? A second report around policy changes that could incentive quality job creation will be published early in 2017.

Fair Trade USA, Oakland CA August 2010 to May 2015

Chief Impact Officer

- ✓ Led a 70 person, \$10M social enterprise in changing how businesses source, consumers buy, and farmers produce & trade to create true sustainability across global supply chains and improve the lives of farming communities. Responsible for delivering earned revenue (80% of total organization revenue); driving impact; leading all operations from “origin to shelf”, including Business Development, Supply Chain & Producer Services, Marketing Communications, Grass Roots Advocacy, and Innovation; and participating in Board meetings.
- ✓ In 2011, launched our *Fair Trade for All* vision, designed to double impact over a five year period by innovating the historic fair trade model. By 2014, earned revenue had risen 30% (to \$9M), imports of Fair Trade Certified products had risen 76%, and additional revenue earned by farmers had almost doubled (to \$40M).
- ✓ Redesigned marketing communications, including new logo, positioning, website, and programs. By 2014, consumer awareness was at 55%, a 40% increase from 2011.
- ✓ Created our Theory of Change and Impact Framework, identifying the outcomes we seek to enable, the activities that will lead to those outcomes, and the methodology for capturing and communicating performance indicators
- ✓ Represented Fair Trade USA via media interviews, contributed articles and speaking engagements at conferences such as Skoll World Forum on Social Entrepreneurship, Sustainable Brands and Natural Products Tradeshow.

Mary Jo Cook

The Clorox Company, Oakland CA September 1990 to August 2010

Vice President, Innovation & Sustainability (1/07 to 7/10)

- ✓ Created first Corporate Innovation Group to develop & manage an innovation pipeline delivering \$50M of annual growth and improve innovation capability across the company. Group included Front-end Discovery, Product Design, Open Innovation Networks & Advanced Technology.
- ✓ Created first Environmental Sustainability Group which better incorporated sustainability into decision making by simultaneously evaluating risk, identify ways to reduce footprint and costs, and creating growth opportunities.

Vice President, New Businesses – Cleaning Division (1/99 to 1/07)

- ✓ Created first New Business Group which delivered over \$500M in new product sales, including GreenWorks (the first mainstream natural cleaning line), Clorox Anywhere, and a platform of cleaning tools (Clorox Bleach Pen, Toilet Wand, ReadyMop)
- ✓ Acted as the Innovation General Manager, leading a multi-functional team of directors responsible for setting innovation agenda, developing new ideas and commercializing products.

Marketing Manager, Corporate Strategy Development (1/98 to 1/99)

- ✓ Created and led a 75 person team in developing Clorox 2005 Strategic Plan. Team identified external trends and core competencies, and challenged many of Clorox's current business practices. Team reported to CEO and Executive Committee and findings were used to generate several new long-term growth opportunities.

Brand Management, Licensing and Acquisition Roles (9/90 to 1/98)

Board Membership & Community Involvement

Advisory Board Member, Sustainable Brands, San Francisco, CA 2013 to present

Sustainable Brands provides insights and learning to enable its ~ 350K members to make sustainability a means to profitability. As board member, created new approach for Innovation Open, a forum to connect breakthrough new ideas with larger corporate partners. Have presented, led and participated at conferences and panels.

Emerge California 2014

Selected as participant in program to increase women's involvement in government.

Advisory Board Member, LeaderSpring, Oakland CA 2003 - 2010

LeaderSpring provides leadership development to local executive directors in order to transform communities. As board member, contributed to organization's strategy; led branding project which resulted in new name, tagline and logo; led earned revenue project which identified new mission aligned, revenue generating opportunities.

Advisory Member, Piedmont Community Church, Piedmont CA 2004 - 2008

Member of advisory team charged with distributing \$400K in charitable funds and increasing community outreach. Developed principles for grant distributions got congregational approval to several multi-year grants, and participated in trips to Malawi and Viet Nam to see the impact of our funding.

Education

- ✓ **University of Chicago Graduate School of Business** MBA, Marketing & International Business
- ✓ **University of Illinois** B.S., Accounting

Profile

FILED
 OFFICE OF THE CITY CLERK
 OAKLAND
 17 MAR 16 PM 1:39

Mary Jo _____ Cook _____
 First Name Middle Initial Last Name

mjudcook@gmail.com _____
 Email Address

_____ Suite or Apt _____
 Street Address
 Oakland CA 94611
 City State Postal Code

 Primary Phone Alternate Phone

Pacific Community Ventures _____ President & CEO
 Employer Job Title

Which Boards would you like to apply for?

Budget Advisory Commission, Library Advisory Commission, Workforce Investment Board

Interests & Experiences

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

I have over 25 years of experience in general management, innovation, strategic planning, marketing communications, sustainability and corporate social responsibility, in both the for-profit and non-profit sectors. I've lived in Oakland for over 20 years and am committed to making a difference in this city that I love, the city where I raised my children, the city I am proud to call home. As an Emerge fellow, I have learned the important role government plays in strengthening our society and I very much want to do my part. My experiences are most relevant to the Budget Advisory Commission and Workforce Investment Board. In addition, as an avid reader and lifelong learner, I'm a huge proponent of libraries and think I could add value there as well. I'm a recent empty-nester giving me a little more flexibility with my schedule, which I want to use to be of service to 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.

MJ_Cook_Resume.pdf

Upload a Resume

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

Summary Mission driven leader, unlocking the potential of people and organizations. 25+ years of experience in general management, innovation, strategy development & implementation, marketing communications, sustainability and corporate social responsibility, in both the for-profit and non-profit sectors. Experience Pacific Community Ventures, San Francisco CA September 2015 to Present President & Chief Executive Officer **L**ead Pacific Community Ventures in engaging small businesses, investors and policymakers to create good jobs for working people and build an economy that works for everyone. **L**our Small Business Advising & Lending programs connect entrepreneurs to the expertise and capital they need to grow their businesses and create new jobs. In 2015 we worked with 230 small business owners, helping them grow revenue by 20% (6 times the national average), and create or maintain almost 1,000 jobs. **L**our Impact Advisory practice conducts research and evaluation so that investors and policymakers will drive more capital to social good. We work with a wide range of organizations to define, measure and communicate the social outcomes achieved from their impact investments. **L**recently launched a Quality Jobs strategy designed to create jobs that are good for workers, good for businesses and good for communities. In May, published Moving Beyond Job Creation, a report that seeks to answer: What – exactly -- is a quality job? What role could impact measurement play in driving quality job creation? A second report around policy changes that could incentive quality job creation will be published early in 2017. Fair Trade USA, Oakland CA August 2010 to May 2015 Chief Impact Officer **L**ed a 70 person, \$10M social enterprise in changing how businesses source, consumers buy, and farmers produce & trade to create true sustainability across global supply chains and improve the lives of farming communities. Responsible for delivering earned revenue (80% of total organization revenue); driving impact; leading all operations from “origin to shelf”, including Business Development, Supply Chain & Producer Services, Marketing Communications, Grass Roots Advocacy, and Innovation; and participating in Board meetings. **L**n 2011, launched our Fair Trade for All vision, designed to double impact over a five year period by innovating the historic fair trade model. By 2014, earned revenue had risen 30% (to \$9M), imports of Fair Trade Certified products had risen 76%, and additional revenue earned by farmers had almost doubled (to \$40M). **L**redesigned marketing communications, including new logo, positioning, website, and programs. By 2014, consumer awareness was at 55%, a 40% increase from 2011. **L**reated our Theory of Change and Impact Framework, identifying the outcomes we seek to enable, the activities that will lead to those outcomes, and the methodology for capturing and communicating performance indicators **L**represented Fair Trade USA via media interviews, contributed articles and speaking engagements at conferences such as Skoll World Forum on Social Entrepreneurship, Sustainable Brands and Natural Products Tradeshow. The Clorox Company, Oakland CA September 1990 to August 2010 Vice President, Innovation & Sustainability (1/07 to 7/10) **L**reated first Corporate Innovation Group to develop & manage an innovation pipeline delivering \$50M of annual growth and improve innovation capability across the company. Group included Front-end Discovery, Product Design, Open Innovation Networks & Advanced Technology. **L**reated first Environmental Sustainability Group which better incorporated sustainability into decision making by simultaneously evaluating risk, identify ways to reduce footprint and costs, and creating growth opportunities. Vice

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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 *

17 MAR 16 PM 1:40

Approved as to Form and Legality



City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY MAYOR LIBBY SCHAAF

RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF MARY JO COOK TO THE HOUSING, RESIDENTIAL RENT AND RELOCATION BOARD

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. 11954 C.M.S., adopted December 17, 1996, and amended by Ordinance No. 12030 C.M.S., adopted December 16, 1997, and further amended by Ordinance 12273 C.M.S., adopted July 25, 2000, Ordinance No. 12399 C.M.S., adopted January 23, 2003, and Ordinance No. 13373 C.M.S., adopted June 7, 2016, creates the Housing, Residential Rent and Relocation Board ("Board") to assume all duties and functions heretofore exercised by the Housing Advisory and Appeals Board, Relocation Appeals Board, and the Housing Advisory and Appeals Board; and

WHEREAS, the Board consists of seven (7) members, two tenants, two landlords, and three neutral members, serving not more than two consecutive three-year staggered terms and two alternates for each of the three classes of members; and

WHEREAS, the Honorable Mayor Libby Schaaf has appointed Mary Jo Cook to serve a three-year terms 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;

Mary Jo Cook, to the Housing, Residential Rent and Relocation Board to serve a three-year term as a Neutral Representative that began February 12, 2016 and will end February 11, 2019, filling the seat previously held by Beverly Williams.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL-WASHINGTON, GALLO, GIBSON, MCELHANEY,
GUILLÉN, KALB, KAPLAN AND PRESIDENT REID

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

LATONDA SIMMONS
City Clerk and Clerk of the Council
of the City of Oakland, California