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Letter of Nomination

February 28, 2014

The Honorable City Council
One City Hall Plaza, Second Floor
Oakland, CA 94612

Dear President Kernighan and members of the City Council:

Pursuant to City Charter section 601, the Mayor, hereby appoints the following persons members of the following Board or Commission, subject to the City Council's confirmation:

COMMUNITY POLICING ADVISORY BOARD

Jay Ashford Mayoral appointment to serve the term beginning March 25, 2012 and ending March 24, 2015, filling the seat previously held by Alex Miller-Cole.

Thank you for your assistance in this matter.

Sincerely,

Jean Quan
Mayor

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)

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APPROVED FOR FORM AND LEGALITY

Micela Naves
CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF JAY ASHFORD AS A MEMBER OF THE COMMUNITY POLICING ADVISORY 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, Resolution No. 72727 C.M.S., adopted June 11, 1996 and amended by Resolution No. 73916 C.M.S., adopted November 4, 1997, which changed the body's status from a Task Force to a Board, establishes that the Community Policing Advisory Board shall oversee, monitor and report at least twice yearly and provide recommendations on community policing to the Mayor, City Council, City Manager, and director of Police Services; and

WHEREAS, the Community Policing Advisory Board consists of fifteen (15) members, all Oakland residents, serving three-year terms, three appointed by the Mayor, one by each Councilmember, one by the Oakland Housing Authority, one by the Oakland Unified School District Board, and two by the Home Alert Steering Committee; and

WHEREAS, the Honorable Mayor Jean Quan has appointed Jay Ashford to serve a three-year term as the Mayoral Representative, 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 Jay Ashford to the Community Policing Advisory Board to serve a three-year term beginning March 25, 2012 and ending March 24, 2015 filling the seat previously held by Alex Miller-Cole.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

**AYES – KALB, GIBSON MCELHANEY, SCHAAF, GALLO, BROOKS, REID,
KAPLAN AND PRESIDENT KERNIGHAN**

NOES –

ABSTENTIONS –

ABSENT –

ATTEST:

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