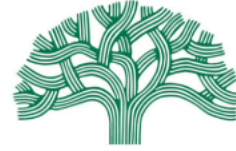


CITY OF OAKLAND



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

Office of the Mayor

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

**TO:** City Council Members

**FROM:** Office of the Mayor

**DATE:** June 23, 2025

**RE:** Reappointment of One Member to the Wildfire Prevention Commission

The Mayor's Office respectfully requests City Council consideration for the reappointment of one qualified individual to serve on the Wildfire Prevention Commission. This appointment is intended to fill one of the current vacancies and ensure continuity of operations and the uninterrupted performance of the Commission's essential functions.

**Proposed Actions:**

- Reappoint one individual to the WPC
- Ensure uninterrupted Commission operations and avoid future quorum issues

We appreciate the Council's consideration and support in advancing this appointment in a timely manners.

Thank you for your attention to this matter.

Office of the Mayor

## Contact

[www.linkedin.com/in/helenbulwik](http://www.linkedin.com/in/helenbulwik)  
(LinkedIn)

## Top Skills

Business Strategy

Retail

New Business Development

## Honors-Awards

On Board: Retail Expert Helen Bulwik

Haas Hall of Fame <http://www.haas.berkeley.edu/groups/alumni/halloffame/>

Keynote Speaker - Women in Leadership Conference

San Francisco Chronicle Profile

Beta Gamma Sigma Honors Society

# Helen Bulwik

Experienced CEO | Board Director | Strategic Advisor | Executive Mentor

Oakland, California, United States

## Summary

Seasoned executive leader with diverse experience as an operating and merchandising executive for large multi-channel national retail, specialty retail and consumer companies and as an executive advisor to CXO's of large and middle market consumer companies as well as Private Equity firms.

Board Director of more than a dozen public and privately held middle market companies as well as an equal number of non-profits in Education and Social Services.

CEO of seven middle market Private Equity owned Consumer and Retail companies, successfully developing and implementing strategies for growth, competitiveness, and enhanced enterprise value.

Led business development and client strategy for the retail management consulting practices of IBM and Accenture

Advised senior management of 70 of the top 100 Retailers in the development and execution of strategic initiatives for growth, speed to market, and enhancing customer experience.

Participated in the turnaround, repositioning, merger, acquisition or sale of more than two dozen lower middle market and middle market consumer companies.

A sought after speaker frequently and widely quoted in top business publications and the news media.

Thirty Percent Coalition - Board Member

Women Corporate Directors - Member

Global Board Ready Women's Initiative - Member

## Experience

### City of Oakland

Commissioner - Wildfire Prevention Commission

July 2025 - Present (1 year)

The Wildfire Prevention Commission was established by the City of Oakland after the passage of Measure MM by voters in November 2025. The seven member commission advises on the implementation of a comprehensive Vegetation Management Plan, reviews the annual operational use of the Special Tax Proceeds in reducing wildfire risk, and makes advisory recommendations to the City Council regarding the use of funds including policy recommendations to further wildfire prevention efforts.

### Pacific Art Group

Founder

January 2011 - Present (15 years 6 months)

San Francisco - Bay Area

Pacific Art Group is a leading private brands provider of fine art photography to the retail, specialty home furnishings, contract, hospitality and healthcare industries. Our imagery is original, exclusive and proprietary. Our photographers are internationally recognized and create their spectacular work on all continents of the world. With a collection of more than 10,000 images, our custom finished and framed images are sold throughout North America. Pacific Art Group has successfully proven that fine art can be accessible to all - [www.facebook.com/PAG.Photography](http://www.facebook.com/PAG.Photography)

### Oakland Public Education Fund

Member - Board Of Directors

2017 - July 2024 (7 years)

Oakland, California

The only non-profit organization focused on supporting all Oakland public schools. We develop and lead funding strategies that raise an annual budget in excess of \$20M to support programs in early literacy, STEM, Arts, teacher professional development, and college and career readiness for 51,000 Oakland public school students. We provide leadership of new programs (i.e. Oakland school volunteers, Oakland Promise, A-Z Fund) that bring together public and private resources to strengthen teaching and accelerate learning across our community. Also advise the mayor's office, foundation executives, senior district leaders, and other stakeholders on strategies to leverage private partnerships to improve Oakland's public school system. <http://www.oaklandfund.org>

## Newport Board Group

Senior Partner

2013 - 2019 (6 years)

San Francisco Bay Area

Newport Board Group is a national professional services firm whose partners are highly experienced senior executive leaders with deep knowledge of capital markets, strategy and operations. We help middle market companies and private equity clients navigate transitions and enhance their performance. Specific to the Investment industry, Newport Board Group assists in identifying and evaluating potential transactions as well as supporting current and future investments.

## WomenCorporateDirectors Foundation

Member

2013 - 2018 (5 years)

San Francisco Bay Area

Women Corporate Directors is the only global membership organization and community of women corporate directors. With over 3,500 members who serve on over 7,000 boards in 70 chapters on six continents, WCD Foundation acts as a bold catalyst for thought leadership, networking, and new relationships. WCD Foundation is a true champion for women directors and a vital source of governance expertise.

## PremierXD

Member - Board of Directors

2013 - 2015 (2 years)

New York

Participated in the evaluation, due diligence, and successful acquisition of this company in Q4 2013. At close of transaction became the outside independent board director. The company was successfully sold to a strategic acquirer in July 2015.

## Continental Consumer Products, LLC

Executive Director - Board of Directors

2010 - 2015 (5 years)

Greenwich, CT

Participated in the 2010 acquisition of the company. Upon close of transaction became the independent outside board director. In January 2015 stepped into the CEO role to redirect the company's marketing, product and brand strategy. Led the company through a successful transition culminating in the sale of the

company to a well known branded consumer products company. Continental Consumer Products was the privately held manufacturer of Salon Grafix, the # 1 Premium Hair Styling brand in the US, sold widely through more than 50,000 stores in the mass, grocery, drug, specialty retail, and beauty channels in the US and Canada.

### Envision Education

Member - Board of Directors

2009 - 2014 (5 years)

San Francisco Bay Area

Envision Schools transforms the lives of students—especially those who will be the first in their family to attend college—by preparing them for success in college and in life. Envision Schools operates three college-prep public charter high schools in the Bay Area that serve 1,300 students, including two-thirds who are first-generation college bound students; three-quarters African-American and Latino students; and 67% low-income students. Served as Chairman of Nominating, Governance, Development and Audit Committees

### New Market Solutions

President

2005 - 2013 (8 years)

San Francisco - Bay Area

A full service management firm dedicated to identifying and creating new routes to market, driving top line growth and enterprise value for our consumer product, retail, real estate and private equity clients. We work with our clients to solve complex business issues and execute multi-channel strategies for growth. Our clients range from private companies in transition and in need of management support to private equity firms for portfolio development, oversight, support and management to non-profit organizations for board development and strategic solutions for fund raising and growth.

### Devon Publishing Group

Chief Executive Officer and Board Director

2003 - 2005 (2 years)

Recruited by the board to lead the turnaround of the largest global publisher and distributor of art. Products ranged from posters, calendars, and greeting cards to art prints, framed art, limited edition and original fine art. The group consisted of four companies in the United States, Canada and England. Products were sold through more than 25,000 locations globally. Customers

ranged from large national US retailers to small specialty retailers throughout the US, Canada, Europe and Australia.

## IBM

Partner - Americas Retail Practice

2002 - 2003 (1 year)

Lead Strategy Partner for IBM's retail consulting practice in the western United States. Responsible for client strategy and development for major retailers such as Wal-Mart, Target, Gap, and Duty Free Shoppers.

## Association for Corporate Growth

Global Board of Directors

2000 - 2002 (2 years)

Greater Chicago Area

Founded in 1954, the Association for Corporate Growth has 59 chapters and 14,500 members around the world. ACG serves 90,000 investors, executives, lenders and advisers to growing middle-market companies. ACG's mission is to drive middle-market growth. Also served as President of the San Francisco chapter the two years prior to this position.

## Accenture

Director - Global Business Development

1997 - 2001 (4 years)

Led business and strategy development globally for Accenture's Retail Consulting practice. Worked with multi-billion dollar, multi-channel retail clients in North and South America, Japan, Europe and England. Participated in the strategy development and execution for the successful turnarounds of Best Buy, Nordstrom, and JC Penney.

## Track 'N Trail, Inc.

Board of Directors

1997 - 2000 (3 years)

Publicly traded national specialty retailer focusing on a broad range of high-quality casual, outdoor and adventure footwear.

## Haas School of Business - University of California, Berkeley

Adjunct Professor

1995 - 1999 (4 years)

Berkeley, Ca.

Led undergraduate senior level courses in strategic retailing, marketing, consumer insights and global management

### Gibson's Holding Co.

Interim Chief Executive Officer and Board Director

1995 - 1997 (2 years)

Led the turnaround of this General Merchandise Retailer with stores throughout the Plains states ranging from Texas to the Canadian border. Once the reorganization, remerchandising and repositioning of the company was completed, recruited a permanent senior management team to take the company forward.

### Seagate International, Inc

President

1989 - 1997 (8 years)

Provided portfolio oversight, executive management, financial advisory and operational turnarounds to leading venture capital and private equity firms for their portfolio companies. Led or participated in the reorganization, repositioning, acquisition or sale of more than 20 consumer companies ranging in size from \$ 15 million to \$ 200 million in revenue.

### American Specialty Corp.

Executive Director - Board of Directors

1994 - 1996 (2 years)

Green Bay, Wisconsin Area

Participated in the evaluation, due diligence, and acquisition of this privately held mid-west 145 store specialty women's apparel mall based retailer. Served as the independent outside board director assuming the lead director role within one year. Worked closely with management in the development and execution of the growth strategy. Restructured the company and recruited the CEO which led to a successful exit within twenty four months.

### Heller Financial Investments

Operating Partner

1993 - 1996 (3 years)

Identified retail and consumer companies for potential equity investment or acquisition. Sought, identified and developed the investment strategy and growth plan for ten specialty retailers ranging in size from \$ 50 million to \$ 300 million in revenue.

## Gump's

Board Advisor

1992 - 1994 (2 years)

Developed and executed the successful restructuring and recovery plan for the renowned luxury multi-channel retailer of fine jewelry, gifts and home furnishings. Upon completion the company was successfully sold to the largest B2C retailer in the United States.

## CPG International

Interim Chief Executive Officer and Board Director

1989 - 1991 (2 years)

Irvine, California

Led the turnaround of this middle market privately held graphic and architectural products manufacturing company with facilities in the US and Canada. Products were sold globally to commercial and industrial customers.

## The Tom Peters Group

Executive Vice President

1987 - 1989 (2 years)

Palo Alto

Provided management consulting and training services in leadership development and other aspects of business operations to the Fortune 100. The company was founded by business guru Tom Peters.

## Sanca International, Inc.

Executive Vice President - Co-Founder

1982 - 1987 (5 years)

The first of its kind private label apparel manufacturing company. Provided product design, sourcing, development and manufacturing to major national US retailers. Production facilities located throughout Asia with design offices in Tokyo, Osaka, Hong Kong, Taipei and Bangkok. US based retail clients included Macys, Gap, Bloomingdales, Neiman Marcus, and JC Penney.

## Bullock's North

General Manager

1978 - 1982 (4 years)

Led the turnaround of three underperforming stores whose sales volume represented nearly sixty percent of total corporate sales. Repositioned, remerchandised and reorganized each store achieving profitability within one year.

Macy's

Buyer - Home Furnishings

1972 - 1978 (6 years)

San Francisco Bay Area

Led new product development, store merchandising, and store expansion for Furniture, Silver, Gifts, and the Cellar.

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## Education

University of California, Berkeley, Haas School of Business

MBA

University of California, Berkeley

B.S., Business Administration