



OFFICE OF THE MAYOR
1 FRANK H. OGAWA PLAZA • 3RD FLOOR • OAKLAND, CALIFORNIA 94612

Office of the Mayor
Honorable Ronald V. Dellums
Mayor

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Letter of Nomination

May 15, 2007

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

Dear Council Members:

Upon nomination of the Mayor, the following persons are hereby appointed as members of the following Board or Commission:

Cultural Affairs Committee

Brian Vejby, Mayoral appointment to serve the term beginning May 8, 2006 and ending May 7, 2008 filling the seat previously held by of Leslie Ann Jones.

Thank you for your assistance in this matter.

Sincerely,

A handwritten signature in cursive script that reads "Ronald V. Dellums".

Ronald V. Dellums
Mayor

BRIAN VEJBY

Professional Experience:

Twist Design, San Francisco, CA 2/05 - Present

Director Business Development : Design marketing plan to outline brand identity, target markets and sales strategy. Collaborated in the design presentation, copy and navigation in company's website. Worked to expand company presence, open new accounts in the SF Bay Area & and identify and develop strategic vendor alliances.

Red Chip Resources, Spokane, WA 8/2004 – 11/2004

District Manager, Sales: Sold a host of consultative products to public micro-cap companies to heighten their visibility in the investment community. Services included investor conferences, commissioned research reports and investor targeting databases. Dealt closely with CEOs and C-Level teams to determine appropriate services. Created positive client relationships that built ongoing revenue streams.

Orrick, Herrington & Sutcliffe LLP, San Francisco, CA 2003-2004

Manager, Business Development: Worked with the Director of Business Development and Practice Group Managers to identify new business opportunities and develop strategic marketing plans to develop and build relationships with potential clients. 2003- Developed relationships with marketing professionals at other professional firms to generate business referrals and leads. Interfaced with the IT department as it relates to marketing.

The NASDAQ Stock Market, Menlo Park, CA 1997 – 2002

Director, Corporate Client Group: Guided CEOs and CFOs and Directors of Investor Relations of NASDAQ listed companies on matters relating to the capital markets, investor relations programs, and regulatory requirements. Led new business development, advising companies in advance of their initial public offerings. Collaborated with public companies in increasing analyst coverage and buy-side investment. Assisted companies in augmenting the base of market makers, effectively increasing sponsorship. Designed targeted programs to keep companies current on SEC and NASDAQ rules and regulations. Planned and implemented special meetings, presentations and networking events, including special media events at the NASDAQ Marketsite in New York City. Created market and issuer-specific analysis in direct support of retaining highest profile technology companies listed on NASDAQ. Spearheaded the development of research ideas used across teams to increase effectiveness of NASDAQ programs and presentations.

Research Holdings, Ltd., San Francisco, CA 1989 – 1996

Regional Sales Manager: Marketed and sold investment information products to the financial community. Products included company profiles for inclusion in "Research Magazine", total return line graphs for annual proxy statements, valuation models to match companies with buy-side institutions, and reports to track and analyze sell side estimates and recommendations. Built

and maintained relationships with senior executives in over 100 public companies. Identified and resolved customer concerns leading to higher retention rates. Negotiated agreements and offered approved special pricing promotions. Collaborated with marketing department to create targeted campaigns for new products. Orchestrated participation in industry trade shows which generated new sales leads. Increased territory sales each year, ranking me among the top producers in the firm. Hired, trained and supervised sales support staff.

E.F. Hutton & Co., San Francisco, CA 1986 – 1988

Equity Research Associate: *Provided stock coverage on publicly held health care companies, including earnings models, written investment research reports and quarterly updates for institutional clients. Marketed investment ideas to clients and E.F. Hutton brokers. Collaborated with the senior research analyst and corporate finance department covering the healthcare industry.*

Montgomery Securities, San Francisco, CA 1984 – 1986

Research Associate: *Compiled extensive financial databases on technology and health care companies for investment analysts. Updated quarterly and annual earnings models. Played integral role in the editing and production of research reports. Participated in the organization and coordination of Montgomery Securities' investment conferences.*

Education, Awards & Affiliations

B.A. Liberal Arts, University of California, Berkeley. Additional coursework: marketing, sales, accounting, economics, organizational behavior.

Awards: NASDAQ special achievement award for outstanding departmental contributions.

Affiliations: National Investor Relations Institute, The Churchill Club, Law Marketing Association, The Commonwealth Club, California Alumni Association.

OAKLAND CITY COUNCIL

DRAFT

OFFICE OF THE CITY CLERK
CITY OF OAKLAND

RESOLUTION No. _____ C.M.S.

2007 MAY 8 PM 4:47

RESOLUTION APPOINTING BRIAN VEJBY AS A MEMBER OF THE CULTURAL AFFAIRS COMMISSION

WHEREAS, Ordinance No. 11323 C.M.S. creates the Cultural Affairs Commission, whose members are nominated by the Mayor and approved by the City Council; and

WHEREAS, Ordinance No. 11778 C.M.S. specifies that members of the Cultural Affairs Commission are to serve three year terms, which are to be staggered so that some appointments will expire every year, and appointments to fill a term of office are only to be for the remainder of that term; now, therefore, be it

RESOLVED, that by the nomination of the Mayor, the following individual is hereby appointed to the term set forth below:

Brain Vejby, to complete the term beginning May 8, 2006 and ending May 7, 2008, filling the seat previously held by Leslie Ann Jones.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES- BRUNNER, KERNIGHAN, NADEL, QUAN, BROOKS, REID, CHANG, AND

PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST:

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