

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

November 7, 2023

Dear President Bas and members of the City Council:

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

**Public Safety and Services Violence Prevention Oversight Commission**

**Kelly Cure**, to serve a two-year term as the District 1 representative on the Public Safety and Services Violence Prevention Oversight Commission that began April 21, 2023 and ending April 20, 2025, filling the vacant seat previously held by Anne Marks.

Thank you for your assistance in this matter.

Sincerely,

Mayor Sheng Thao

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## Profile

Kelly

First Name

M Cure

Middle Initial

Last Name

Email AddressStreet Address

Suite or Apt

Oakland

City

CA

State

94610

Postal Code

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## What City Council district do you live in?

☒ District 1Primary PhoneAlternate Phone

SKILLFUL.LY

Employer

Co-Founder &amp; Head of Growth

Job Title

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## Which Boards would you like to apply for?

Public Safety & Services Violence Prevention Oversight Commissions - 2014: Submitted

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## Interests & Experiences

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

I actually do not have specific experience in this area, so if there is another place I can volunteer to help, feel free to re-direct me! I'm a social entrepreneur who has lived across the globe, most recently living in Eswatini (former Swaziland) for 4 years before moving to the East Bay for an MBA in social entrepreneurship at UC Berkeley. I've led extensive volunteer efforts over several years in refugee camps and domestic violence centers. This included advocacy work, creating programs for youth and organizing various volunteer group efforts with teams. In my time at UC Berkeley I was on the Alameda Point Collaborative board and I'm on the board of the Perkins Education Grant in NYC (where my company does a lot of work with the CUNY schools). In my day to day life I founded and lead a small, growing Public Benefit Corporation focused on inclusive hiring. I am a good listener, a good mediator and very willing to plug in, get my hands dirty and help anywhere needed. My #1 goal in life is to foster positive relationships with everyone I meet, even if for a moment on the street. Thank you! I'd love to help wherever needed. Cheers! Kelly

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*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.*

[Kelly Cure 2023 CV.pdf](#)

Upload a Resume

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

Kelly Cure [REDACTED] EDUCATION University of California, Berkeley, Haas School of Business, May 2021 Berkeley, CA Master of Business Administration • Brian Maxwell Scholarship for Entrepreneurship; Forté Women Leaders Fellowship • Board Member: Center for Social Sector Leadership; Alameda Point Collaborative Affordable Housing University of Kansas, Lawrence, KS December 2008 Bachelor of Science in Business Marketing • BSchool MarketingTeaching Assistant, Marketing Tutor, International Business Club, Division 1 Dance Team EXPERIENCE Skillful.ly Founder, Head of Growth 2019-Present • The Equitable Employment platform + Community offering elevated employment ops for early career learners • Founded Skillful.ly while completing Berkeley MBA, merged with competitor pre-seed company to form team • Built MVP + team to develop product, launched product '21, Seed fundraise '22 • Seed Stage | \$700k ARR | \$1.8 million venture + angel funding | 8,000 users | 40+ Universities • UC Berkley Innovation Prize Winner 2019 2016-2019 C&A FOUNDATION Zug, Switzerland Independent Consultant Directed Executive Board strategic visioning & new entity design. Facilitated expert workshops, analyzed industry trends, resulted in Board adoption and formation of a new entity MONTIGNY INVESTMENTS LTD. Bhunya, Swaziland Head of Strategic Initiatives • Founder & Director: Sustainable Forestry Ventures • Founded and grew company from 1-80+ people, increased timber exports by 375% (mitigating a demand shortage) and doubled clients in 2 years • Awarded €1.3 million to expand operations including seed funding to ancillary businesses and partnerships with local schools • Director of Renewable Energy: Renewable Biomass & Solar Power • Led bankable feasibility study for \$100 million renewable energy power plant, secured funding partner to finance the feasibility study phase, environmental impact and formed a JV to partner on construction • Managed process and led presentations for Power Purchase Agreement negotiations with national utility • Sourced and signed-on equity partners, managed debt sourcing and relationships NATIONAL TREASURY DEPARTMENT, THE KING'S OFFICE Mbabane, 2018-2019 Swaziland Economic Recovery Advisory Committee Member • Selected as team of national advisors who delivered country-level economic recovery model and strategy • Delivered final presentation to His Majesty King Mswati, with the Minister of Finance and chief economists DELOITTE CONSULTING LLP (US) & DELOITTE CONSULTING (UK) Houston, TX USA 2009-2015 & London, UK Senior Consultant – CPG Industry Alignment • Guided world's oldest auction house with launch of first new business unit in 200+ years of operation • Women in Technology (WIT) Regional Lead, GLOBE LGBT Allies Lead, Published 3 Industry whitepapers ADDITIONAL • Featured Speaker: CompTIA Channel Con, UC Berkeley Fisher Center Business Analytics guest lecturer, CUNY Schools guest lecturer, KU Guest Lecturer, Velocity Network, 100 Women In Finance, ADC Ministers Investment Summit, Power- Gen Africa Conference, Taiwan Energy Forum, Biomass Trade & BioEnergy Conference, etc. • Free to Dream Program Director: Refugee services advocacy, youth mentorship, internship placement, 2015-2019 • Personal: Founder, Choreographer & Instructor hip-hop dance | Fundraiser + Ultra distance-runner +\$10,000 for charity

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 \*

# Kelly Cure

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## EDUCATION

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**University of California, Berkeley, Haas School of Business,** **May 2021**  
Berkeley, CA ***Master of Business Administration***

- Brian Maxwell Scholarship for Entrepreneurship; Forté Women Leaders Fellowship
- Board Member: Center for Social Sector Leadership; Alameda Point Collaborative Affordable Housing

**University of Kansas, Lawrence, KS** **December 2008**  
***Bachelor of Science in Business Marketing***

- B School Marketing Teaching Assistant, Marketing Tutor, International Business Club, Division 1 Dance Team

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## EXPERIENCE

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**Skillful.ly** Founder, Head of Growth **2019-Present**

- The Equitable Employment platform + Community offering elevated employment ops for early career learners
- Founded Skillful.ly while completing Berkeley MBA, merged with competitor pre-seed company to form team
- Built MVP + team to develop product, launched product '21, Seed fundraise '22
- Seed Stage | \$700k ARR | \$1.8 million venture + angel funding | 8,000 users | 40+ Universities
- UC Berkeley Innovation Prize Winner

**C&A FOUNDATION** Zug, Switzerland ***Independent Consultant*** **2019**  
Directed Executive Board strategic visioning & new entity design. Facilitated expert workshops, analyzed industry trends, resulted in Board adoption and formation of a new entity

**MONTIGNY INVESTMENTS LTD.** Bhunya, Swaziland ***Head of Strategic Initiatives*** **2016-2019**

- **Founder & Director:** Sustainable Forestry Ventures
  - Founded and grew company from 1-80+ people, increased timber exports by 375% (*mitigating a demand shortage*) and doubled clients in 2 years
  - Awarded €1.3 million to expand operations including seed funding to ancillary businesses and partnerships with local schools
- **Director of Renewable Energy:** Renewable Biomass & Solar Power
  - Led bankable feasibility study for \$100 million renewable energy power plant, secured funding partner to finance the feasibility study phase, environmental impact and formed a JV to partner on construction
  - Managed process and led presentations for Power Purchase Agreement negotiations with national utility
  - Sourced and signed-on equity partners, managed debt sourcing and relationships

**NATIONAL TREASURY DEPARTMENT, THE KING'S OFFICE** Mbabane, **2018-2019**  
Swaziland ***Economic Recovery Advisory Committee Member***

- Selected as team of national advisors who delivered country-level economic recovery model and strategy
- Delivered final presentation to His Majesty King Mswati, with the Minister of Finance and chief economists

**DELOITTE CONSULTING LLP (US) & DELOITTE CONSULTING (UK)** Houston, TX USA **2009-2015**  
& London, UK ***Senior Consultant – CPG Industry Alignment***

- Guided world's oldest auction house with launch of first new business unit in 200+ years of operation
- Women in Technology (WIT) Regional Lead, GLOBE LGBT Allies Lead, Published 3 Industry whitepapers

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## ADDITIONAL

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- Featured Speaker: CompTIA Channel Con, UC Berkeley Fisher Center Business Analytics guest lecturer, CUNY Schools guest lecturer, KU Guest Lecturer, Velocity Network, 100 Women In Finance, ADC Ministers Investment Summit, Power-Gen Africa Conference, Taiwan Energy Forum, Biomass Trade & BioEnergy Conference, etc.
- Free to Dream Program Director: Refugee services advocacy, youth mentorship, internship placement, 2015-2019
- Personal: Founder, Choreographer & Instructor hip-hop dance | Fundraiser + Ultra distance-runner + \$10,000 for charity

  
CITY ATTORNEY'S OFFICE

## OAKLAND CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_ C.M.S.

INTRODUCED BY MAYOR SHENG THAO

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### RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF KELLY CURE AS A MEMBER OF THE PUBLIC SAFETY AND SERVICES VIOLENCE PREVENTION OVERSIGHT 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**, the 2014 Oakland Public Safety and Services Violence Prevention Act (the "Safety and Services Act") adopted by the voters of Oakland, November 4, 2014 in the General Municipal Election creates the Public Safety and Services Violence Prevention Oversight Commission to evaluate, inquire, and review the administration, coordination, and evaluation of strategies and practices mandated by the Safety and Services Act; and

**WHEREAS**, the Safety and Act specifies that the Public Safety and Services Violence Prevention Oversight Commission shall consist of nine (9) members, one member recommended by the Mayor and one member recommended by each City Council member, with all Commission members being appointed by the Mayor and confirmed by the City Council in accordance with City Charter Section 601; and

**WHEREAS**, the Safety and Services Act specifies that at least two (2) members will have experience working with service-eligible populations, two (2) members will reflect the service-eligible populations, and two (2) members will have professional law enforcement or criminal justice background while all other members will have general experience in criminal justice, public health, social services, research and evaluation, finance, audits, and/or public policy; and

**WHEREAS**, the City Council adopted Ordinance No. 13303 C.M.S. establishing that Public Safety and Services Oversight Commission members serve two-year terms, and no more than three consecutive terms; and

**WHEREAS**, the Honorable Mayor Sheng Thao has appointed Kelly Cure to serve a two-year term as the District 1 representative; now therefore be it

**RESOLVED**, that the City Council hereby confirms the Mayor’s appointment of the following individual to the Public Safety and Services Violence Prevention Oversight Commission as set forth below:

**Kelly Cure**, to serve a two-year term as the District 1 representative on the Public Safety and Services Violence Prevention Oversight Commission that began April 21, 2023 and ending April 20, 2025, filling the vacant seat previously held by Anne Marks.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

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

NOES –

ABSENT –

ABSTENTION –

ATTEST: \_\_\_\_\_

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