

# CITY OF OAKLAND



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

Office of the Mayor  
Honorable Libby Schaaf  
Mayor

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

## Letter of Appointment

October 25, 2022

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

Dear President Bas and members of the City Council:

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

### **LIBRARY ADVISORY COMMISSION**

**Brittany Buckmire**, to serve the term beginning June 24, 2022 and ending June 23, 2025, filling the seat previously held by Mary Jo Cook.

Thank you for your assistance in this matter.

Sincerely,

A handwritten signature in blue ink that reads "Libby Schaaf".

Libby Schaaf  
Mayor

### Profile

Brittany Rae

First Name

Buckmire

Middle Initial

Last Name

[Redacted]

Email Address

[Redacted]

Street Address

[Redacted]

Suite or Apt

[Redacted]

City

[Redacted]

State

[Redacted]

Postal Code

Mobile: (908) [Redacted]

Primary Phone

Home: (908) [Redacted]

Alternate Phone

Stitch Fix

Employer

Senior Buyer

Job Title

### Which Boards would you like to apply for?

Library Advisory Commission: Submitted

### Interests & Experiences

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

As a 7 year Oakland resident, I am deeply interested in improving the quality of life and equitable distribution of resources in our community. I have a passion for libraries and have been an active member of the Friends of Hoover Durant Public Library (FOHDPL) since 2019, working on expanding the reach and impact of OPL in our West Oakland community by advocating for a branch in our neighborhood. My background is in Retail/Fashion and I am ready and excited to use my strategic thinking, communication skills and collaborative spirit to the Library Advisory Commission!

***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.***

[BBuckmire -  
\\_FOHDPL\\_Resume.docx](#)

Upload a Resume

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

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BRITTANY RAE BUCKMIRE [REDACTED]

[REDACTED]@mail.com www.linkedin.com/brittany-rae-buckmire Retail professional with 6+ years of experience driving strategic growth and scale, approaching complex problems with curiosity, a collaborative spirit and big picture thinking grounded in everyday hustle EXPERIENCE Stitch Fix San Francisco, CA Buyer: Women's Active & Athleisure JUNE 2020 – PRESENT • Leading a team of four through a successful launch and scaling of the Active business to \$80M in annual Revenue, becoming the fastest growing business in Stitch Fix history! • Built two private label brands, conducting competitive research to effectively position the brands to seize white space opportunity in our business while effectively leading the cross functional team through product development, Marketing and communication strategies • Collaborated with Marketing, PR and Styling teams to effectively share product vision and key strategic initiatives with internal stakeholders and clients ThirdLove San Francisco, CA Merchandise Planner: Fashion Bras & Emergent Categories NOVEMBER 2018 – MARCH 2020 • Managed assortment and planning strategies for Fashion Bras & Emergent Categories, growing the business by 48% in FY2019 • Developed long range product strategy plans and presentations which include market research, competitive analysis, pricing and product strategies for four emerging product categories • Led the brand's expansion into new products, acting as project manager to cross-functional tiger teams, communicating strategies and progress to senior leadership and exercising decision quality to manage resources and ensure timely and within budget launch • Drove site merchandising strategy to optimize merchandising, profitability and experience while reinforcing key marketing and product strategies; collaborate with product engineering, data science and site optimization teams to test and iterate growth strategies Old Navy, Gap Inc. San Francisco, CA OmniChannel Merchandiser: Girls & Boys Knits JULY 2017 – NOVEMBER 2018 • Managed \$200M Girls & Boys Knits businesses, scope including US Stores, Online & International; growing Girl's business by +2% in FY2017 and Boy's business by +6% in Q2 FY2018 • Developed long range plan strategies by synthesizing market, competitor and consumer data to identify \$12M+ of opportunity by 2022 • Partnered with planning team on monthly Open to Buy and quarterly category level plans to deliver against financial targets • Increased speed to market by 50% through streamlining buying processes, reducing complexity and increasing work stream efficiency to react to in-season selling trends • Facilitated cross functional brainstorms, leveraging research and Design Thinking principles to identify growth opportunities and design creative solutions to complex problems • Drove org wide change towards more inclusive product development and talent acquisition/retention practices while serving as brand's Merchant lead for Gap Inc diversity and inclusion council Assistant Merchandiser: Girls Graphics MARCH 2016 – JULY 2017 • Managed \$50M Girls Graphics business driving +21% annual growth; implemented new strategic and responsive initiatives designed to increase speed to market and adapt assortment based on sales and market trends • Initiated and led cross-divisional deep dive competitor analysis, focused on assortment, pricing and marketing strategies • Analyzed and presented business insights and recommendations to partners and leaders on weekly and quarterly basis • Curated customer centric and data driven assortment informed by competitive analysis, customer insights, testing and sales Gap Inc. San Francisco, CA Retail Management Program (RMP) Trainee JUNE 2015 – MARCH 2016 • Completed intensive 9-month rotational program learning the foundations of retail business through classroom and hands- on, business impact learning in Merchandising, Inventory Management & Production EDUCATION Philadelphia University Philadelphia, PA BA in Fashion Industry Management, Cum Laude & Distinguished Honors Scholars: Class of 2015

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Please click the acknowledgement below.

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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.

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I Agree \*

Brittany Rae Buckmire

# BRITTANY RAE BUCKMIRE

(908) [REDACTED] [REDACTED] [REDACTED] OAKLAND, CA 94609  
[REDACTED]@[REDACTED].ail.com [www.linkedin.com/brittany-rae-buckmire](http://www.linkedin.com/brittany-rae-buckmire)

Retail professional with 6+ years of experience driving strategic growth and scale, approaching complex problems with curiosity,  
a collaborative spirit and big picture thinking grounded in everyday hustle

## EXPERIENCE

### **Stitch Fix** San Francisco, CA

*Buyer: Women's Active & Athleisure*

JUNE 2020 - PRESENT

- Leading a team of four through a successful launch and scaling of the Active business to \$80M in annual Revenue, becoming the fastest growing business in Stitch Fix history!
- Built two private label brands, conducting competitive research to effectively position the brands to seize white space opportunity in our business while effectively leading the cross functional team through product development, Marketing and communication strategies
- Collaborated with Marketing, PR and Styling teams to effectively share product vision and key strategic initiatives with internal stakeholders and clients

### **ThirdLove** San Francisco, CA

*Merchandise Planner: Fashion Bras & Emergent Categories*

NOVEMBER 2018 - MARCH 2020

- Managed assortment and planning strategies for Fashion Bras & Emergent Categories, growing the business by 48% in FY2019
- Developed long range product strategy plans and presentations which include market research, competitive analysis, pricing and product strategies for four emerging product categories
- Led the brand's expansion into new products, acting as project manager to cross-functional tiger teams, communicating strategies and progress to senior leadership and exercising decision quality to manage resources and ensure timely and within budget launch
- Drove site merchandising strategy to optimize merchandising, profitability and experience while reinforcing key marketing and product strategies; collaborate with product engineering, data science and site optimization teams to test and iterate growth strategies

### **Old Navy, Gap Inc.** San Francisco,

*CA OmniChannel Merchandiser: Girls &*

*Boys Knits*

JULY 2017 - NOVEMBER 2018

- Managed \$200M Girls & Boys Knits businesses, scope including US Stores, Online & International; growing Girl's business by +2% in FY2017 and Boy's business by +6% in Q2 FY2018
- Developed long range plan strategies by synthesizing market, competitor and consumer data to identify \$12M+ of opportunity by 2022
- Partnered with planning team on monthly Open to Buy and quarterly category level plans to deliver against financial targets
- Increased speed to market by 50% through streamlining buying processes, reducing complexity and increasing work stream efficiency to react to in-season selling trends
- Facilitated cross functional brainstorms, leveraging research and Design Thinking principles to identify growth opportunities and design creative solutions to complex problems
- Drove org wide change towards more inclusive product development and talent acquisition/retention practices while serving as brand's Merchant lead for Gap Inc diversity and inclusion council

*Assistant Merchandiser: Girls*

*Graphics*

MARCH 2016 - JULY 2017

- Managed \$50M Girls Graphics business driving +21% annual growth; implemented new strategic and responsive initiatives designed to increase speed to market and adapt assortment based on sales and market trends
- Initiated and led cross-divisional deep dive competitor analysis, focused on assortment, pricing and marketing strategies
- Analyzed and presented business insights and recommendations to partners and leaders on weekly and

quarterly basis

- Curated customer centric and data driven assortment informed by competitive analysis, customer insights, testing and sales

**Gap Inc. San Francisco, CA**

*Retail Management Program (RMP)*

*Trainee*

JUNE 2015 - MARCH 2016

- Completed intensive 9-month rotational program learning the foundations of retail business through classroom and hands- on, business impact learning in Merchandising, Inventory Management & Production

**EDUCATION**

**Philadelphia University Philadelphia, PA**

*BA in Fashion Industry Management, Cum Laude & Distinguished Honors Scholars:*

*Class of 2015*

  
City Attorney's Office

# OAKLAND CITY COUNCIL

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

**INTRODUCED BY MAYOR LIBBY SCHAAF**

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**RESOLUTION CONFIRMING THE MAYOR’S APPOINTMENT OF  
BRITTANY BUCKMIRE AS A MEMBER OF THE LIBRARY  
ADVISORY 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**, Ordinance No. 8064 C.M.S, adopted November 13, 1969 and amended by Ordinance Nos. 11730 C.M.S., 12879 C.M.S, 13174 C.M.S., and 13560 C.M.S., establishes the Library Advisory Commission to advise and make recommendations on the operation and future development of the library system and to act as a liaison between the Library Department and the Mayor and City Council; and

**WHEREAS**, the Library Advisory Commission consists of fifteen (15) members serving not more than two consecutive three-year terms; and

**WHEREAS**, the Honorable Mayor Libby Schaaf has appointed Brittany Buckmire to serve a three-year term 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 Brittany Buckmire to the Library Advisory Commission to serve the term beginning June 24, 2022 and ending June 23, 2025, filling the seat previously held by Mary Jo Cook.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - FIFE, GALLO, KALB, KAPLAN, REID, TAYLOR, THAO AND PRESIDENT  
FORTUNATO BAS

NOES –

ABSENT –

ABSTENTION –

ATTEST: \_\_\_\_\_  
ASHA REED  
Acting City Clerk and Clerk of the  
Council of the City of Oakland, California