

CITY OF OAKLAND



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

Office of the Mayor
Honorable Libby Schaaf
Mayor

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

Letter of Appointment

September 17, 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 reappointed the following persons as members of the following board or commission, subject to City Council confirmation:

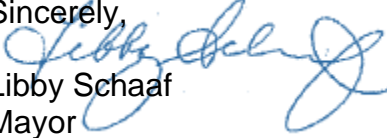
Parks and Recreation Advisory Commission

Donna Duhe to serve a three-year term on the Parks and Recreation Advisory Commission beginning May 10, 2022, and ending May 9, 2025, filling the seat previously held by herself.

Marc Barach to serve a three-year term on the Parks and Recreation Advisory Commission beginning March 18, 2021, and ending March 17, 2024, filling the seat previously held by Christopher O. Norman.

Thank you for your assistance in this matter.

Sincerely,


Libby Schaaf
Mayor

Profile

Marc _____ Barach _____
 First Name Middle Initial Last Name

 Email Address

 Street Address

 City

 Suite or Apt

 State

 Postal Code

Mobile: (415) _____ Home: (510) _____
 Primary Phone Alternate Phone

 Employer Job Title

Which Boards would you like to apply for?

Parks and Recreation Advisory Commission: Submitted

Interests & Experiences

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

I am a retired business executive who along with my wife has lived in Oakland since 1987 and raised our family here. I currently volunteer with the East Bay Regional Park District and The Alameda County Food Bank but have additional capacity to devote towards improving the lives of my fellow Oaklanders. I believe that our parks and the ability to recreate outdoors is of even greater importance today given the encroachment of tech devices in our lives and the lives of our children, and the constraints that Covid has placed on so many indoor activities. Having well-maintained parks, that are safe, equitably accessible to all, and teeming with energy and programs is a goal I would like to collaborate with others in achieving. Over the course of my business career I have learned and mastered many skills that I believe would be useful as a member of the PRAC commission. I've learned to develop, mentor and lead teams toward common goals, listen to and balance the needs of multiple constituents when making key decisions, analyze problems comprehensively and use decision models to arrive at the best choice, develop creative solutions to complicated problems, communicate complex concepts in clear and meaningful ways, negotiate contracts, interact with Boards of Directors and customers, work with the media to persuasively present a case, conduct strategic planning exercises, develop and manage budgets and be accountable for results. I have conducted my business and personal affairs with the utmost integrity and see learning opportunities in every endeavor I undertake. I have a deep love for the outdoors, having hiked thousands of miles in our local hills and I volunteer hundreds of hours annually with the EBRPD. Joining the PRAC seems like a natural fit given my affinity for the outdoors and my professional skill set. It would be an honor and a privilege to serve on the Oakland Parks and Recreation Commission. Thank you for your consideration. Marc Barach 415-254-8048 marcbarach@gmail.com

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.

[Marc Barach Resume 2022v.pdf](#)

Upload a Resume

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

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 *

Marc E. Barach

██████████ . Oakland, CA 94602 • 415-██████████ • ██████████@gmail.com • linkedin.com/in/marcbarach

Entrepreneurial and disciplined executive with strong track record in building and nurturing teams and achieving diverse goals in high-growth and complex environments.

Alameda County Community Food Bank, Oakland, CA 2021–present

Volunteer

I help package and distribute food to thousands of Alameda County residents who are facing food insecurity.

East Bay Regional Park District, Oakland, CA 2018–present

Volunteer, District 1 Manager

I serve the public as a member of the Hiking Safety Patrol and the Search & Rescue Team under the auspices of the EBRPD Police Department. In that capacity I provide assistance to park visitors, monitor trail conditions and report on illegal activity.

Advisor, Early-Stage Investor, Consultant, Oakland, CA 2018–present

I assist tech-driven clients with their marketing strategy and brand development programs. My investment activity focuses on health care tech start-ups that carry the potential to improve quality of life and wellbeing.

Fond, Inc., San Francisco, CA, 2017–2018

Vice President, Marketing

Fond provides a SaaS employee engagement software platform to attract, retain and motivate employees of small and mid-market companies. This venture-backed company raised \$35 million and has ~600 customers.

- Conducted strategic analysis of business leading to decision to significantly change product offering and reposition company.

Jumio, Inc., Palo Alto, CA (Acquired by Centana Growth Partners)

Chief Marketing Officer 2012–2016 **Consultant** 2/2016–8/2016

Jumio is a SaaS technology firm that uses device cameras to authenticate the credentials and identities of consumers in real-time mobile and desktop transactions. The company was backed by Andreessen-Horowitz and Facebook Co-Founder Eduardo Saverin.

- Member of founding management team. Hired and led 14-person marketing team deployed in Palo Alto, Vienna and London.
- Created wide range of selling content: whitepapers, case studies, site content, product sheets, sales presentations.
- Managed multi-national industry analyst and PR relations. Gave nearly 100 interviews and garnered about 700 stories and references from trade and national media in 2014–2016.

Emotive, Inc., San Francisco, CA, 2010–2011 (Acquired by Appconomy)

President & CEO, Board Director

Emotive was a mobile messaging platform serving consumers and mobile carriers. The company developed and brought to market rich media messaging service Highnote™ for iOS and Android.

- Launched at DEMO 2012 and achieved Top 25 AppStore category ranking.
- Raised \$1.6 million Series A funding and hired executive team.

Tribal Fusion, Emeryville, CA, 2/2010–12/2010 (Private; Parent Company Exponential)

Chief Marketing Officer

Tribal Fusion is the largest independent online ad network serving over 30 billion display, video and mobile ads per month on behalf of enterprise clients and interactive agencies to a worldwide audience of 230 million people.

- Led Product and Corporate Marketing, Sales Strategy and Planning, Product Management, Vertical Market Solutions functions.

Marin Software, San Francisco, CA, 2008–2009 (\$105 million IPO)

Chief Marketing Officer

Marin Software was the first to provide an enterprise-class, paid search management platform to interactive agencies and large advertisers.

- Managed Product Marketing, Marketing Communications, Lead Generation, Business Development, Sales Support, Market Research, Competitive Analysis and Press/Analyst Relations.

Ingenio, Inc. (AT&T Interactive), San Francisco, CA, 2002–2008 (Acquired by AT&T - \$300 million)

Chief Marketing Officer

Ingenio pioneered Pay Per Call®, an innovative paid search advertising service enabling businesses to bid on and purchase live phone calls rather than web site clicks. Ingenio also operated the world’s largest B2C peer-to-peer marketplace for expert advice, connecting consumers to advisors through its web and telephone platform.

- Executed buyer and seller acquisition and usage programs that increased revenue from \$32mm to over \$107 mm.
- Hired and led staff of 20 professionals. Managed Customer Acquisition, Strategic Planning, Revenue Optimization, Advertising.
- Initiated and led strategic analysis that launched the company into the paid search and mobile monetization sectors.
- Co-inventor, patent holder and chief evangelist for Ingenio Pay Per Call® Advertising Platform. US Patent granted in 2006.
- Managed product integrations and revenue growth with corporate clients such as AOL, AT&T, Microsoft, Dex Media, InfoSpace and others and served as executive in charge of those account relationships.
- Presented frequently at prestigious industry and trade conferences such as *Search Engine Strategies*, *AdTech*, *Mobile Marketing Association* and gave numerous interviews to press resulting in 90 articles or references in national and trade publications including the *Wall Street Journal*, *New York Times*, *Barrons*, and *Fortune*.

I-Impact, Inc., San Francisco, CA, 2000–2002

President & CEO, Board Director

I-Impact was a venture-backed enterprise software platform and applications company in the emergent predictive analytics space, delivering solutions to Global 1000 firms.

- Hired executive team and led 75 person staff in San Francisco and Tel Aviv.
- Aligned sales, marketing and product development towards enterprise financial services and telco target markets.
- Negotiated OEM, system integrator and distribution deals with channel partners such as McKinsey Consulting.
- Led Board and Founders in strategic analysis of the best course of action to take during software sector meltdown.

InsWeb Corporation, Redwood City, CA, 1997–2000 (\$100 million IPO)

Chief Marketing Officer

InsWeb was the first and largest online, B2C consumer insurance marketplace providing multiple binding auto, home and life insurance quotes from a single application.

- Grew revenue from zero to \$35 million. Gained dominant share (45%) of online insurance market through development and execution of national branding and direct response advertising campaigns utilizing TV, radio, print, and online media.
- Managed Business Development functions and formed strategic partnerships with Internet portals and other leading sites. Oversaw 200 distribution partnerships including *Yahoo!*, *MSN*, *ETrade* and *AOL* properties.
- Hired and led team of 30 marketing and web design professionals.

Charles Schwab & Co., San Francisco, CA, 1989–1996 (Public)

Over a seven-year period developed and executed brand development strategies and marketing programs to fuel Schwab’s strong growth in customer accounts, assets and profitability. Supported both B2C and B2B divisions.

Vice President, Brand Management, 1995–1996

- Developed and installed marketing infrastructure and systems for the online brokerage unit, eSchwab. Launched Mutual Fund OneSource which became a dominant force in the mutual fund industry.

Vice President, Advertising, 1992–1995

- Managed Schwab’s in-house advertising agency, supporting brand and product advertising programs for the firm’s retail, business-to-business and International divisions.
- Managed media and production budgets of up to \$55 million per year. Led team of 35 advertising and marketing professionals.
- Guided division leaders to take part in a unified and consistent positioning and messaging strategy.

Director, Marketing, 1989–1992

- Developed and executed broadcast, print and direct marketing programs to acquire new brokerage trading accounts. Increased new accounts from ~600 to ~2000 new accounts per day.

EDUCATION

Master of Business Administration
 State University of New York at Albany
 Major: Marketing

Bachelor of Arts
 Hebrew University of Jerusalem, Israel
 Major: Political Science

Profile

Donna _____ M _____ Duhe _____
First Name Middle Initial Last Name

Email Address

Street Address

Suite or Apt

City

State

Postal Code

Mobile: (510) _____
Primary Phone

Home: (510) _____
Alternate Phone

American Red Cross _____
Employer

Vice President, Fundraising,
 Pacific Division _____
Job Title

Which Boards would you like to apply for?

Parks and Recreation Advisory Commission: Submitted

Interests & Experiences

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

I am currently on PRAC completing my first term. I would like to renew for another term.

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.

Upload a Resume

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You already have my info.

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I Agree *

APPROVED AS TO FORM AND LEGALITY


CITY ATTORNEY'S OFFICE

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY MAYOR LIBBY SCHAAF

RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF MARC BARACH AND DONNA DUHE TO THE PARKS AND RECREATION 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. 8065 C.M.S., adopted November 13, 1969 and amended by Ordinance Nos. 11731 C.M.S., and 13622 C.M.S., establishes the Parks and Recreation Advisory Commission to advise the Mayor, City Council, City Administrator and the Office of Parks and Recreation on all matters relating to the general policy and operation of the parks and recreation system; and

WHEREAS, the Parks and Recreation Advisory Commission consists of eleven (11) members who are all residents of the City serving no more than two consecutive three-year terms; and

WHEREAS, the Honorable Mayor Libby Schaaf has appointed Marc Barach to serve a three-year term, subject to confirmation by the City Council; and

WHEREAS, the Honorable Mayor Libby Schaaf has reappointed Donna Duhe 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:

Marc Barach to serve a three-year term on the Parks and Recreation Advisory Commission beginning March 18, 2021 and ending March 17, 2024, filling the seat previously held by Christopher O. Norman; and

Donna Duhe to serve a three-year term on the Parks and Recreation Advisory Commission beginning May 10, 2022 and ending May 9, 2025, filling the seat previously held by herself.

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