

MEMORANDUM

TO: City Council Members

FROM: Office of the Mayor

DATE: October 10, 2025

RE: Appointment of New Member to the Commission on Persons with Disabilities

The Mayor's Office respectfully requests City Council consideration for the appointment of a new member to the Commission on Persons with Disabilities to fill vacant positions.

The Commission on Persons with Disabilities plays a vital role in advising the city on accessibility policies, programs, and initiatives that ensure our community remains inclusive and welcoming to all residents. These appointments will strengthen the commission's capacity to address important accessibility matters and community needs.

Proposed Actions:

- Appoint a new member to fill a vacancy
- Enhance the commission's diverse perspectives and expertise
- Ensure full operational capacity for ongoing initiatives

Next Steps: The Mayor's Office will present candidate recommendations at the next Council meeting. Both proposed appointees meet the qualifications outlined in the municipal code and bring valuable experience and perspectives to the commission's work.

We greatly appreciate any support you can provide in expediting this process and welcome the Council's prompt consideration of these appointments.

Profile

Lauren

First Name

Reed

Last Name

Pronouns

She/her

Email Address

Street Address

City

Suite or Apt

State

Postal Code

What City Council district do you live in?

☒ District 2

Primary Phone

Alternate Phone

Currently unemployed

Employer

Job Title

Which Boards would you like to apply for?

Commission on Persons with Disabilities: Submitted

Interests & Experiences

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

In early 2023, after spending several years looking for answers to my growing health issues, I was diagnosed with fibromyalgia. I had to go on medical leave and disability as soon as I was diagnosed, and spent the next year+ navigating endless paperwork and back and forth to try to keep my job safe while I put every bit of energy into healing. Ultimately, I did not recover fast enough and was terminated while on leave. My experiences over the last few years have opened my eyes wide to just how many ways society dismisses and disqualifies disabled people - despite the fact that disabled Americans, a quickly growing group, has an incredible variety of skills and talents that could be utilized by society and employers if they showed real respect and understanding for the needs and limitations of the group. Since becoming chronically ill, I've been looking to build community with other Oaklanders in similar situations. So far I have organized two meetups for folks with energy-limiting conditions or disabilities, and have set up a discord channel so folks can make connections online when they are too ill to be able to meet in person. The last few years have strengthened two things quite a bit - my love for the city of Oakland, and my connection with the chronic illness and disabled community. I would feel incredibly gratified to contribute to this commission and to hear from the disabled people of Oakland about the real obstacles they face in our city every day. Further, my professional background sets me up to be an effective member of the board. Just out of undergraduate school, I interned in the SF Office of the Mayor and then worked for the SFPUC in government affairs. I developed a strong basis for the ins and outs of municipal government, and the interplay between the city and the state governments. While the structure is different in SF, I feel this background sets me up well for a board or commission. I then went on to work in progressive politics for five years at a nonprofit called NextGen America. In this role, I gained significant knowledge and experience around field and community organizing. I have a much better sense of how to engage and hear directly from the public from this work. My work ranged from something as simple as clipboarding on a college campus up to developing the strategic campaign plan for key electoral work. Finally, I love this city and I know I want spend my life here. I am actively looking to deepen my roots in this community, and joining this board would be a beautiful way for me to learn more about the struggles facing community members and give back to this city that I love so much. I hope to be able to join the 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.

[6.25.2022_Resume.pdf](#)

Upload a Resume

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

LAUREN REED [REDACTED]

EDUCATION UCLA ANDERSON SCHOOL OF MANAGEMENT Los Angeles, CA M.B.A., Full-Time Program, Social Impact & Technology June 2021 • Honors: Forté Foundation Fellowship • Leadership: Executive Vice President, Net Impact; VP of Admissions, Women's Business Connection UC BERKELEY Berkeley, CA B.A., Political Science August 2012 EXPERIENCE SERVICENOW, a technology company developing software solution for enterprises Remote | Santa Clara, CA Product Marketing Manager, ESG | MBA Intern June-August 2020, August 2021 – August 2024 • Collaborated on launch of ServiceNow's entry into ESG (environmental, social, governance) market with a multi-level offering, focusing on developing the go-to-market strategy, building market awareness, and enabling sellers • Led product marketing for ServiceNow's cross-platform ESG offering, working with marketing teams across the product portfolio to refine ESG messaging, synthesize persona research, and produce marketing and sales collateral • Developed strategic marketing and sales enablement materials for IoT product, launched in October '20, by collaborating with product, sales, and campaign teams to translate technical product features to marketing content HIGHER GROUND LABS, a venture capital firm and accelerator for political technology start-ups Los Angeles, CA MBA Intern December 2019 - March 2020 • Produced report on key trends and gaps in political technology industry through field research and interviews; report published in April '20 to help investors, founders, and practitioners guide future investment and innovation NEXTGEN AMERICA, a progressive advocacy non-profit focused on mobilizing young voters San Francisco, CA Deputy Director, NextGen Rising | Program Manager | Project Manager March 2014 - February 2019 Strategy and Operations • Developed two-year campaign plan with Program Director for largest electoral youth organizing program in US; analyzed historical campaign data and academic research to create activation strategies and campaign roadmap • Oversaw and managed \$43M program budget with over 700 staff in 11 states for '18 midterms; along with Program Director, strategically allocated dollars and staff capacity across field, digital, mail, and partnerships Marketing and Analytics • Designed multi-platform digital ad programs in '16, VA '17, and '18, overseeing audience analysis and segmentation, message research, content strategy, and analytics; in '18, ad viewers were 4.1% more likely to vote • Developed multi-modal testing strategies, identifying testing tools and layering basic analytics, polling, and randomized-controlled field experiments, and utilized results to inform current and future campaign strategy • Managed year-long audience research program on youth voters (18-35) in the '18 midterms; research program included polling, focus groups, and data analytics; coordinated staff, consultants, and vendors in creation of resources that guided campaign strategy and messaging Cross-functional Leadership and Project Management • Analyzed media coverage and partnership opportunities to develop \$4M proposal to amplify Pope Francis' message on climate change; presented proposal and received approval from senior leadership to roll out campaign • Directed cross-functional team to implement multi-faceted program on Pope Francis' Encyclical, resulting in increased awareness among audience and positive media coverage of organization's work • Coordinated consultants, vendors, and senior staff to pilot a complex set of tools and processes to measure the broader impact of '14 campaign strategy; components of pilot were adopted for ongoing impact measurement SAN FRANCISCO PUBLIC UTILITIES COMMISSION San Francisco, CA Public Service Aide August 2013 - March 2014 • Coordinated senior staff and partners on state policy engagement, including legislative tracking and lobbying ADDITIONAL • Post-Grad Internships: Legislative & Budget Intern, San Francisco Office of the Mayor (August 2012 - May 2013) • Awards: 2017 and 2019 Pollie Awards for our digital ad programs (AAPC), 2017 and 2018 Expy Awards for our political experimentation programs (Analyst Institute)

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 *

LAUREN REED

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT
M.B.A., Full-Time Program, Social Impact & Technology

Los Angeles, CA
June 2021

- *Honors:* Forté Foundation Fellowship
- *Leadership:* Executive Vice President, Net Impact; VP of Admissions, Women's Business Connection

UC BERKELEY
B.A., Political Science

Berkeley, CA
August 2012

EXPERIENCE

SERVICENOW, a technology company developing software solution for enterprises

Remote | Santa Clara, CA

Product Marketing Manager, ESG | MBA Intern

June-August 2020, August 2021 – August 2024

- Collaborated on launch of ServiceNow's entry into ESG (environmental, social, governance) market with a multi-level offering, focusing on developing the go-to-market strategy, building market awareness, and enabling sellers
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Los Angeles, CA

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NEXTGEN AMERICA, a progressive advocacy non-profit focused on mobilizing young voters

San Francisco, CA

Deputy Director, NextGen Rising | Program Manager | Project Manager

March 2014 - February 2019

Strategy and Operations

- Developed two-year campaign plan with Program Director for largest electoral youth organizing program in US; analyzed historical campaign data and academic research to create activation strategies and campaign roadmap
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Marketing and Analytics

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Cross-functional Leadership and Project Management

- Analyzed media coverage and partnership opportunities to develop \$4M proposal to amplify Pope Francis' message on climate change; presented proposal and received approval from senior leadership to roll out campaign
- Directed cross-functional team to implement multi-faceted program on Pope Francis' Encyclical, resulting in increased awareness among audience and positive media coverage of organization's work
- Coordinated consultants, vendors, and senior staff to pilot a complex set of tools and processes to measure the broader impact of '14 campaign strategy; components of pilot were adopted for ongoing impact measurement

SAN FRANCISCO PUBLIC UTILITIES COMMISSION

San Francisco, CA

Public Service Aide

August 2013 - March 2014

- Coordinated senior staff and partners on state policy engagement, including legislative tracking and lobbying

ADDITIONAL

- *Post-Grad Internships:* Legislative & Budget Intern, San Francisco Office of the Mayor (August 2012 - May 2013)
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