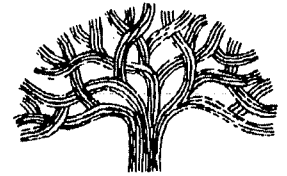


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CITY OF OAKLAND



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

February 8, 2018

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

Dear President Reid 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:

**Oakland Housing Authority Board**

**Gregory Hartwig**, to serve a four-year term on the on the Oakland Housing Authority Board beginning July 1, 2017 and ending June 30, 2021 filling the seat previously held by himself.

Thank you for your assistance in this matter.

Sincerely,

Libby Schaaf  
Mayor

A large, stylized handwritten signature in black ink, which appears to be "Libby Schaaf".

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## Profile

Gregory

First Name

D

Middle Initial

Hartwig

Last Name

[REDACTED]  
Email Address

[REDACTED]  
Street Address

[REDACTED]  
City

[REDACTED]  
Suite or Apt

[REDACTED]  
State

[REDACTED]  
Postal Code

Home: [REDACTED]

Primary Phone

Mobile: [REDACTED]

Alternate Phone

self

Employer

Job Title

## Which Boards would you like to apply for?

Oakland Housing Authority: Submitted

## Interests & Experiences

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

I have served on the OHA board for 8 years over a period significant change and accomplishment for the Housing Authority. I currently chair the commission having been elected to do so twice. As OHA is a large and very complex organization, my prior experience in a large company, particularly in areas of budgets, financial understand and assessment of financial risk has proved to be highly valuable. The success of OHA is sometimes taken for granted, but most housing authorities are not performing at the same level and many are in trouble. I view the commission as providing a vitally important function. I have long been active in our community, and there can be no question that affordable housing may be the most important issue facing our city at the moment. It is an honor to be able to do all I am able to help address that problem.

***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.***

resume for OHA board3.doc

Upload a Resume

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

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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 \*

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**GREGORY D. HARTWIG**

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## EDUCATION

Stanford Graduate School of Business-Stanford, California. MBA, 1977  
Boston University-Boston, Massachusetts. B.S. Economics, summa cum laude, 1975

## BUSINESS EXPERIENCE

2011 - Present Fitness Evolved, Berkeley, CA

Co Owner of start up in Berkeley focused on bringing a new and more encompassing approach to personal health and wellness that is driven by an understanding of applied neurology. Particular expertise is in pain mitigation and better movement resulting in better all-around quality of life. Key Accomplishments:

- Developed marketing and communication plan for what is essentially an entirely new profession.
- Established an internal system for delivering results that can be replicated.
- Established strong track record of results with clients to prove approach.
- Proved approach is economically viable, currently preparing to expand to provide help to more people.

1996 - 2011 Specialized Yoga Instruction, Oakland, CA

Initiated a business of Yoga instruction. The primary business focus is one-on-one instruction to resolve physical problems for clients. A public teaching practice was established at Piedmont Yoga Studio. Key Accomplishments:

- Developed successful marketing and advertising plan
- Achieved target volume in six months.
- Developed long term client relationships.
- Participated in training of new teachers.

1993-1996 Equity Interactive, Inc., Oakland, California  
Founder, President

Formed Equity Interactive as an internet service company focusing on the investment industry information market. Equity Interactive developed a proprietary software prototype to enable rapid and inexpensive indexing and dissemination of audio-visual information. This enabled investors to "visit" companies from their desktop; to attend product demos, presentations and conferences. Key accomplishments:

- Developed concept and completed comprehensive business plan.
- Built product prototype.
- Secured seed funding from corporate and private sources.
- Established strategic relationships to enable on-line information access and joint marketing.
- Developed core software.

9/94-8/95 Communications Broadband Multimedia, Inc. San Francisco, CA  
Vice President, Marketing

Secured funding and joint venture arrangement for Equity Interactive with CBM. Arrangement included executive position with CBM. Reporting to the CEO assumed position of Director of Financial Services Marketing and subsequently assumed position of Vice President, Marketing. CBM is a high bandwidth telecommunications network company enabling dial up desktop video and high speed data communications for private nets and the Internet. Key Accomplishments:

- Closed initial financial services accounts including Merrill Lynch.
- Structured company to focus effectively on financial services.
- Trained sales force in financial services applications.
- Developed marketing strategy.
- Developed key account strategies.
- Developed PR Strategy.
- Brought in new company president.

1991-1993      **HartWil Productions, L.P., Oakland, California**  
President, General Partner

Secured rights to existing film product and concept that was created as a series of video based products for a vertical market. Formed marketing and distribution company to effectively bring the product and business concept to market. Key accomplishments:

- Developed comprehensive marketing strategy and business.
- Secured venture funding through successfully marketing equity to prospective investors.
- Structured and formed company, ensured tax advantaged structure and compliance with all applicable regulations.
- Developed vendor base and contracted key services to position company for high growth with minimum direct staff and minimum capital investment.
- Managed advertising and production of all marketing collateral.
- Executed successful test market which confirmed marketing approach and validated planning assumptions.
- Completed sale of distribution and production rights.

1988-1991      **Pacific Stock Exchange, San Francisco, California**

Acquired seat on Pacific Options Exchange and initiated an independent business in the trading of securities. Business involved purchasing and selling both options and stocks and risk management. Key accomplishments:

- Arranged both equity and debt financing for trading capital and start-up expenses.
- Initiated business and showed profit in second month.

1977-1988      **Xerox Corporation**

**Business Products & Systems Group (1986-1988)**  
Manager, Xerox Publishing Printing Programs

This newly created position for the \$1.6 billion Printing and Office Systems Business was responsible for leading a corporate wide team of 15 senior level managers to develop and implement a new software and connectivity strategy for the Xerox high resolution printing business. Key accomplishments:

- Defined product requirements utilizing customer & industry consultant resources.

- Developed a comprehensive strategy in cooperation with key customer accounts under non-disclosure, senior level corporate management, and all affected product delivery organizations.
- Achieved concurrence on implementation schedules and plans with product delivery organizations, and managed the implementation of the strategy across existing products and new product programs.
- Designed a key customer account product exhibition for product introduction; developed and delivered marketing strategy to marketing organizations.
- Supported Xerox sales efforts world-wide to key accounts with complex system requirements. International focus: Europe, South America, and Japan.

#### **Information Products Divisions (1984 - 1986)**

##### **Manager, Printer Product Marketing**

Reporting to the manager for Xerox Network Services Marketing for the \$600 million Network Office Systems Business, this position was responsible for developing a network printing strategy, for product development and for product marketing. Key accomplishments:

- Developed and launched three new software products in US and international markets.
- Developed an integrated product strategy capitalizing on company strength in high resolution, high volume printing.
- Provided key account support to field sales organization and was a presenter at all major customer events.

#### **Impact Printing Supplies Business (1982 - 1984)**

##### **General Manager, Memorywriter Supplies**

Reporting to the VP and General Manager of the Xerox Impact Printing Supplies business, this position was responsible for P&L including development, manufacture and marketing of ribbon and printwheel products in support of the new Memorywriter electronic typewriter line which rapidly became the top selling electronic typewriter in the world. Direct reports included Engineering, Quality, Procurement, and Finance. Key accomplishments:

- Redesigned ribbon cartridge to improve performance & reduce unit cost by 23%.
- Achieved quality levels in excess of 99% by implementing process control and principal supplier program.
- Managed business start-up and volume growth from \$0 to \$24 million in two years.
- Developed and implemented a comprehensive marketing strategy incorporating product design strategies and experience curve dynamics to lock in position as market leader..

#### **Impact Printing Supplies Business (1981 - 1982)**

##### **Controller**

Reporting to the General Manager of this newly created business unit, this position was responsible for General and Manufacturing Accounting, Financial Planning and Analysis, Operating Plans and Capital Budgeting. Key accomplishments:

- Hired and trained staff of 5 personnel.
- Designed and implemented accounting, financial and reporting systems.
- Managed growth of business from \$24 to \$41 million revenue.
- Managed the acquisition and consolidation of other Xerox supplies related businesses.

**Diablo Systems Inc., a Xerox subsidiary, (1977 - 1981)**  
**Manager, Financial Planning and other financial positions**

Reporting to the manager of Financial Planning and Analysis for this \$150 million Xerox printer manufacturing subsidiary, this position was responsible the financial review and support of all new product programs, and for long-range planning. Previous positions as Financial Analyst focusing on pricing analysis and marketing information systems and control.

**Foreign Languages** Spanish fluency, oral and written.

**Community** Co-chair Neighborhood Crime Prevention Council; member Oakland Housing Action Group, board member CDBG and OHA Commission.

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DRAFT

## OAKLAND CITY COUNCIL

RESOLUTION No. \_\_\_\_\_ C.M.S.

INTRODUCED BY MAYOR LIBBY SCHAAF

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### RESOLUTION CONFIRMING THE MAYOR'S REAPPOINTMENT OF GREGORY HARTWIG THE OAKLAND HOUSING AUTHORITY BOARD

**WHEREAS**, the City Council established the Oakland Housing Authority Board by adopting Resolution No. 6341 C.M.S., April 28, 1938, pursuant to the California Health and Safety Code, section 34270, which authorizes the City of Oakland to declare the need for a housing authority by resolution; and

**WHEREAS**, the Oakland Housing Authority Board is responsible for Oakland's low-rent housing program with the Board providing policy oversight over the development, construction, rental, management and maintenance of all public housing in Oakland, so that the Board either owns, operates and administers its units or administers a rental assistance program in which private landlords rent directly to tenants who are eligible to receive federal rent subsidies; and

**WHEREAS**, California Health and Safety Code Section 34270 authorizes the Mayor, subject to confirmation of a majority of the members of the Council, to appoint five commissioners; and

**WHEREAS**, California Health and Safety Code Sections 34270 and 34272(d) further provide (1) that the Mayor shall appoint, subject to confirmation of a majority of the members of the Council, two additional commissioners who are tenants of the authority, one of whom shall be over 62 years of age if the authority has tenants of such age, and (2) that if a commissioner cease to be a tenant of the authority he/she shall be disqualified and another tenant shall be appointed to fill the unexpired term; and

**WHEREAS**, California Health and Safety Code Section 34272 provides the tenant commissioners' terms shall be two years; all other commissioners' terms shall be four years; and, all vacancies shall be filled for the unexpired term; and

**WHEREAS**, the Honorable Mayor Libby Schaaf has reappointed Gregory Hartwig to serve on the Oakland Housing Authority Board subject to confirmation by the City Council; now therefore be it



**RESOLVED:** That the City Council hereby confirms the Mayor's reappointment of:  
**Gregory Hartwig** to serve a four-year term on the on the Oakland Housing Authority Board beginning July 1, 2017 and ending June 30, 2021 filling the seat previously held by himself.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL-WASHINGTON, GALLO, GIBSON MCELHANEY, GUILLÉN, KALB, KAPLAN AND PRESIDENT REID

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_  
LATONDA SIMMONS  
City Clerk and Clerk of the Council of the City  
of Oakland, California