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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

August 10, 2020

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

Dear President Kaplan 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

Nathaniel W. Dumas, to serve a second term beginning September 14, 2020 and ending September 13, 2023, filling the seat previously held by himself;

Viola Gonzales, to serve a second term beginning October 5, 2020 and ending October 5, 2023, filling the seat previously held by herself;


Mary Going, to serve a first beginning January 16, 2020 and ending January 15, 2023, filling the seat previously held by Aurea Lewis;

Caleb B. Smith, to serve a first term beginning November 14, 2020 and ending November 13, 2023, filling the seat previously held by himself;

Angelica Valentine, to serve a first term beginning October 16, 2020 and ending October 15, 2023, filling the seat previously held by herself;

Thank you for your assistance in this matter.

Sincerely,


Libby Schaaf
Mayor

Profile

Angelica _____ Valentine _____
First Name Middle Initial Last Name

_____.com
Email Address

Street Address apt 10
Suite or Apt

Oakland _____ CA _____ 94612
City State Postal Code

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

App Annie _____ Product Marketing Manager,
Employer Job Title Content Strategist

Which Boards would you like to apply for?

Library Advisory Commission: Appointed

Interests & Experiences

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

I am a lifelong Oakland Public Library patron. Some of my earliest memories are of story time at the Piedmont Avenue branch and currently I spend hours each week at the Main branch. With that said, I am keen to give back to the library and be sure that the additional funds coming in will be used in the best way possible to serve the community. I believe that Measure Q was such a positive thing for the people of Oakland. Our libraries are community resources that have the ability to transform lives, inform, and even entertain each and every inhabitant of our city. With that said, overseeing these funds is a tremendous job that can help maximize the impact for patrons. The prospect of joining the Library Advisory Commission to work on this energizes me. In my marketing career, I have helped companies manage their budgets and spend on goods and services that would further the company's key goals. In addition, throughout my career I have had the pleasure to work with diverse teams to make recommendations and come to a consensus on how department funds would be spent. I would love to have the opportunity to put my professional marketing skills, knowledge and deep respect for Oakland, and personal interest in finance to good use on the Library Advisory Commission. Please let me know if I can provide any additional information about my background, skills, or passion for the Oakland Public Library.

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.

Angelica Valentine Resume.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 *

ANGELICA VALENTINE

angelica@angelicavalentine.com / (510) 415-1111

www.angelicavalentine.com

EXPERIENCE

App Annie, San Francisco, CA (August 2019 – present)

Product Marketing Manager, Content Strategist

- Creates marketing assets that motivate businesses to grow in the mobile app market
- Communicates the value of App Annie products to prospects and customers

LISNR, Oakland, CA (June 2018 - August 2019)

Marketing Manager

- Boosted MQLs by 580% Q4 2018 - Q1 2019 with events and lead acquisition campaigns
- Maintained marketing reports for board member transparency and funding acquisition
- Managed multimedia content producers, ensuring on-brand sales enablement materials

Wiser Solutions, Inc., San Mateo, CA (2017 – 2018)

Marketing Manager

- Fostered Wiser's thought leadership in industry publications
- Owned content strategy, calendar, and execution including blogs, eBooks, and webinars

Staffjoy, San Francisco, CA (2016 – 2017)

Marketing Manager

- Established and executed press strategy for a major product launch
- Developed and implemented in-app and email content to improve user experience

Wiser, San Francisco, CA (2014 – 2016)

Content Marketing Manager

- Facilitated strategic partnerships and international co-marketing opportunities
- Contributed to thought leadership blogs including: VentureBeat, BigCommerce, and SAP
- Supervised interns and managed content created by staff writer and partners

Wiser, San Francisco, CA (2014)

Content Marketing Specialist

- Produced sales enablement content, incorporating needs of key internal stakeholders
- Project managed creative asset product including infographics, eBooks, and case studies

InternMatch, San Francisco, CA (2013)

Social Media and Content Marketing Associate

- Developed and executed content strategy about internship and entry level job attainment
- Constructed SEO-friendly landing pages and newsletters sent to 300,000+ recipients

EDUCATION

Columbia University (Barnard College), New York, NY

Bachelor of Arts in Sociology

School for International Training, Cape Town, South Africa

Multiculturalism and Human Rights Program

SKILLS

Advanced: Google Analytics (Certified), Google Suite, MS Office Suite, Wordpress, Ghostwriting
Proficient: ABM (Certified), Pardot, Salesforce, Hootsuite, Buffer

Profile

Caleb _____ B _____ Smith _____
First Name Middle Initial Last Name

Email Address

Street Address _____ Suite or Apt _____
Oakland _____ CA _____ 94602 _____
City State Postal Code

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

County of San Mateo _____ Sustainability Coordinator _____
Employer 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.

My unique qualifications for this role arise primarily from 1) my ongoing service as a member of the Library Commission, 2) my previous service as a member of the Youth Leadership Council, the city-wide teen advisory board for the Oakland Library System, 3) my public policy analysis skills from my current work experience as well as undergraduate and graduate education in Public Policy, and 4) my familiarity with Oakland's government and people from my previous work experience. During my current service on the Library Advisory Commission, I have contributed to the group's work in several ways. First, I have been deeply involved in supporting the work of the Friends of the Piedmont Avenue Branch Library as they seek to secure a permanent home for their branch. I have also represented the interests of the Library Commission in discussions about the Downtown Oakland Specific plan and its impacts on library services. I further served as a liaison to the branch friends group at the Montclair Library, keeping them informed on broader city-wide issues. In addition to these specific projects, I have been an active participant in Library Commission discussions on a variety of topics and co-hosted the annual library celebration in 2019. Prior to this service, I was a member of the Youth Leadership Council for roughly three years, from when I was a sophomore in high school until shortly after graduation. While I was a member of this group, I helped advise the library on youth engagement, engage with elected officials, and plan what is now a recurring annual library event (Culture Fest). The experience helped me gain a broad understanding of the work and organization of Oakland's library system and an even greater appreciation of the critical work our librarians do every day. The education I received while I earned graduate and undergraduate degrees in Public Policy will also likely be useful, as will my ongoing work for the County of San Mateo. Among the many topics included in my education were how to evaluate and interpret studies on the impacts of specific public policies, how to compile, analyze, and explain statistical information, how to fully examine the costs and benefits of an action, and the influence of politics on policymaking. My work for the County of San Mateo is primarily about public policy analysis and community engagement around affordable housing and homelessness. Through this work, I have conducted extensive public engagement in public meetings, small group presentations, and individual discussions with stakeholders and ordinary residents. This experience listening and engaging with the public will be helpful in ensuring I successfully bring the community's priorities to the Library Commission. My policy analysis work has also provided valuable experience in researching best practices and making projections for demands on public services. Finally, as an Oakland native, and as someone who has spent three summers interning in Oakland city government and has been significantly involved in two Oakland political campaigns, I have had the opportunity to engage directly with residents from across Oakland and listen to their aspirations for city government. I have always believed that the library system is not just a place where people find books (as critical a function as that is), it is an opportunity for residents to access a broad variety of services and resources that address many of our city's most pressing challenges. The library system already has a plethora of services and opportunities available, from the tool lending library to college application resources to lawyers in the library and beyond. If I am fortunate enough to be able to continue to serve on the Library Advisory Commission, I will remember the hopes and fears that have been expressed to me these past several years and continually search for new ways the library can help respond to them.

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

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

Caleb B. Smith 3817 Randolph Avenue Oakland, CA 94602 510-409-6587
calebsmithoakland@gmail.com Education Stanford University M.A. in Public Policy (concentration in Urban and Regional Policy), June 2018 Thesis: Options for expanding the construction of accessory dwelling units in Oakland, CA. Recipient of the Bruce M. Owen Award for Outstanding Public Policy Graduate Student B.A. with Distinction in Public Policy (concentration in the Design of Public Institutions), June 2017 Coursework includes public policy analysis methods, housing policy, regional planning, real estate, environmental policy, sustainable urban systems, local government law, microeconomics, statistical analysis, California politics, and sociology. Group project work for municipal clients in workforce housing, infrastructure financing, and transportation. Skills include budgeting, policy development, editing, and team leadership. Work Experience County of San Mateo, Office of Sustainability, March 2019-present. Sustainability Coordinator. Provided policy analysis of second unit finance options, led two policy workgroups for statewide coalition on second units, engaged in public engagement around affordable housing, planned a second unit resource fair that drew 400 attendees, and educated city partners in best practices around housing policy and community engagement with San Mateo County's "Home for All" initiative to spur affordable housing construction. Contributed to San Mateo County's response to homelessness with analyses of safe parking programs and shallow subsidy programs. Analyzed need for and effectiveness of emergency food aid programs. City of Oakland Library Advisory Commission, July 2019-present. Commissioner. Provided oversight on parcel tax expenditures, advised on library operations, and advocated for improved library facilities. Libby Schaaf for Oakland Mayor, July 2018-November 2018 Data Manager. Collaboratively developed a field plan to target voters, managed the candidate's donor and contact database, drafted questionnaire responses, used GIS tools to create campaign maps, supervised volunteers, staffed events, and spoke at forums. KZSU, Stanford's Campus Radio Station (90.1 FM) 2013-2018 -General Manager, June 2017-May 2018. Managed a broadcast station of over 100 staff with annual budget of \$130,000. Managed station operations, planned budgets and secured underwriting, supervised invoicing, developed new programming, ensured broadcast regulation compliance, conducted outreach to administration and campus community. -Assistant General Manager, 2016-2017. Supported the General Manager and led development of the annual budget. Office of Oakland Mayor Libby Schaaf, Summer 2015 & Summer 2017 Paid Intern. Researched strategies to improve public health, Oakland's neighborhood watch program, and parking fine administration. Developed a pilot program for emergency rent assistance, known as "Keep Oakland Housed." Summarized city council agendas, provided constituent services, and developed community engagement and communications materials. City of Fremont Finance Department, June 2016-August 2016 FisCAL Fellow. As a paid fellow, developed a revenue guide/encyclopedia, evaluated expenditures to better manage unanticipated repeated costs, and assisted in the transfer to a new financial management system. Stanford Public Policy Program, January 2017-March 2017, January 2018-March 2018 Teaching Assistant. Supported instructors of "California Policy and Politics" and "Political Analysis for Policymakers" in curriculum development and class instruction. Reviewed, and graded student assignments, and helped develop homework assignments. U.S. Department of Housing and Urban Development, Office of Policy Development & Research, Fall 2015 Policy Intern. Prepared benefit-cost analyses of pending regulations; researched and presented recommendations for improving HUD's regulation development process. Libby Schaaf for Oakland Mayor, Summer 2014 Campaign Intern. Planned neighborhood tours for candidate visits, trained volunteers, recruited interns, conducted community outreach, and prepared position statements. Office of Councilmember Libby Schaaf, Summer 2013 Intern. Wrote a report on municipal redistricting options that led to the winning ballot Measure DD, passed in 2014, that establishes an independent redistricting commission. Handled public works-related constituent concerns, and assisted in office operations. Office of Assemblymember Rob Bonta, Summer 2013 Intern. Handled casework, prepared replies to constituent correspondence, and assisted in office operations (email, phones, and office visitors.) The Stanford Daily, 2013-2018 - Desk Editor. 2016-17 Paid position responsible for article writing, editing, developing and assigning story topics, and managing a dozen staff members. -Senior Staff Writer, Staff Writer and Contributing Writer. Wrote investigative articles including pieces on sexual assault, campus security, development controversies, and other issues. References Available Upon Request

Please click the acknowledgement below.

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I Agree *

Profile

Viola _____ Gonzales _____
First Name Middle Initial Last Name

_____ .net
Email Address

_____ Street Address Suite or Apt
Oakland CA 94602
City State Postal Code

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

self employed _____ consultant _____
Employer 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.

I seek the opportunity to serve and apply my experiences, education, deep-seated interests and skill set to the commission's work to benefit our residents. I am familiar with public process, the value of citizen oversight and the power of information and literacy in changing lives. Given that both my undergraduate and graduate degrees are in business, reviewing financials as part of oversight responsibilities, easily fall within my skillset. Public libraries remain the most fundamental pillar of an informed society and their need to continue is as significant today as it was in Benjamin Franklin's time when he commented on the creation of that first library given "the high cost of books and the scarcity of bookshops...the fact that they were all so poor." With growing concerns given the disparity in wealth and opportunity in our society, all the more reason for all of us to support our libraries. I hold an MBA from Harvard, and have enjoyed a varied work experience including service as executive of numerous nonprofits—in public policy, advocacy and direct services, as well as extensive board experience including service with the Oakland Fund for Children & Youth, our school board and the planning commission. I grew up in Texas, in a blue-collar predominantly Mexican America community where citizens had to pay a poll tax to vote and expectations for those who spoke Spanish or women were quite low. Literacy, civic engagement and volunteerism have opened many doors for me and I would like to make a contribution to my city of nearly 40 years by helping others harness that same opportunity for themselves. I can provide references or more detail on my work experiences if required. Thanks for your attention.

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.

VGonzales_Resume-In_Brief.doc

Upload a Resume

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

Please click the acknowledgement below.

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I Agree *

Resume of Viola Gonzales

SUMMARY

I have enjoyed a diverse work history in both nonprofit and business sectors and have demonstrated leadership, management acumen and initiative in managing nonprofits, public policy development and private-public collaborations. MBA, Harvard University, Boston, MABBA, economics, St. Mary's University, San Antonio, TX. LeaderSpring Fellow: 2014. Other training: Early childhood education, engineering economics & environmental regulations. Bilingual: Spanish & English. Excellent communications skills: oral and written.

PROFESSIONAL & CIVIC LIFE

Recent. Contractor with Local Initiatives Support Corporation as Project Manager for collaboration of six nonprofits to provide assistance to business owners impacted by public transit construction (Jan 2017 to September 2018).

Chief Executive Officer, AnewAmerica Community Corporation, 2011- 2016. Entrepreneurial training & business development support for low-income entrepreneurs; **Executive Director**, Latino Community Foundation (LCF), emerging philanthropy; **Executive Director**, Latino Issues Forum (LIF): statewide public policy & advocacy: consumer rights in telecom, technology, environment, energy & health access; **Assistant to the Mayor**, Mayor Elihu M. Harris, City of Oakland, Economic Development & Employment; **Chief Operating Officer**, Unity Council, Oakland, multi-service economic development corporation; **Executive Director**, YWCA of Oakland, Inc., direct services for women & their families. **Other:** Pacific Telephone, Accounting & Regulatory Divisions, San Francisco

Other Work Experience. Non-Profit Consultant affiliated with the Kahlo Group. Independent work in stakeholder engagement projects, et al. Owned/managed small retail business. Contracted to serve as Special Assistant to Division Chief, Office of Child Development/DHEW, Washington D.C. Taught five year olds, bilingual early childhood program, San Antonio, TX

Board Governance Experience: **Current:** Board Member of Health Access Foundation. **Past Boards:** Community Leadership Awards Committee, The San Francisco Foundation (Chair); California Pan Ethnic Health Network - CPEHN, statewide coalition re disparities in health (Chair); Health Access California - statewide coalition (President); Clinica De La Raza, Inc.; Unity Council; YWCA of Oakland (Vice President), Center for Urban Family Life, Steppingstones for Cultural Growth,

Community Advisory Board Experience: Union Bank (2013-2015); UCSF Helen Diller Family Comprehensive Cancer Center (2005-2010), PG&E Community Advisory Council; OneCalifornia Bank (now Beneficial State), Verizon Corporation (2000-200) Chaired Nominations & Corporate Social Responsibility Committees)

Oakland Appointments. 2010: Vice President, Glenview Neighborhood Association; 2009: Appointed to Audit Committee: Oakland Board of Education; 2005-2008: Appointed, Public Oversight Committee: Oakland Fund for Children & Youth (Chaired 2008 Review Committee-funding distribution: \$13.8M.) 2002-2003: Mayor Brown's appointee to Oakland Board of Education (Vice President, Chair, Rules Committee; Member-Finance Committee); 2001-2002: Appointed, Oakland Planning Commission; 1991: Chair, Fruitvale Community Development District Council.

Profile

Mary L Going
First Name Middle Initial Last Name

.com
Email Address

t. Apt 301
Street Address Suite or Apt

Oakland CA 94612
City State Postal Code

Home: (207) Home: (207)
Primary Phone Alternate Phone

River Raft Accounting Founder/CEO
Employer 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.

I care deeply about the use of funds that the citizens have allocated to this specific cause, and I have a strong finance skill set. I have an MBA plus work in accounting and CFO advisory services industry.

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.

Mary Going Resume FINAL.pdf
Upload a Resume

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

MARY L GOING 207-233-8358 | mgogoing@gmail.com | LinkedIn: mgogoing SUMMARY Enthusiastic finance leader in all aspects of early-stage to high growth startups. Extensive experience in accounting, financial planning & analysis, debt and equity fundraising, investor relations, human resources, IT, legal, contract negotiations, risk management, and banking relationships. Completely comfortable in virtual work environments. Excellent communicator and public speaker. EXPERIENCE BELLWETHER COFFEE | VP of Finance Bay Area, CA | 2018 – April, 2020 Cleantech equipment with SaaS, backed by top tier venture capitalists, raising \$40m Series B. Grew from 17 to 64 employees during my tenure. • Built and presented financial model as key team member raising \$40m Series B • Created a dynamic, flexible forecasting process during rapid growth and constant change across the company • Proactively used mapping to streamline systems for strong controls and accessible resources • Managed accounting, audit, tax, stock options, cap table, HR, IT, and served as company Treasurer • Built finance department from the ground

up: hiring, developing and coaching a highly skilled team • Led contract negotiations and coordinated with outside legal counsel for all legal matters • Reduced expense reimbursement time from > 45 days to one week while simultaneously implementing better controls • Increased credit card limit from \$100k to \$500k & implemented virtual card system • Successfully negotiated two rounds of debt funding for a total of \$3m

PROPELLER INDUSTRIES | Finance Director Bay Area, CA | 2017 – 2018 Accounting firm focused on delivering finance-related services to early-stage and high growth tech startups, most venture-backed. • Served as the lead FP&A architect while supervising the accounting cycle for a portfolio of venture-backed clients ranging from zero (pre-) to \$30m in annual revenue. Clients included SaaS, CPG, manufacturing, garment production, and service • Simplified complex information into dashboards for at-a-glance management of key performance indicators • Worked with clients on a variety of accounting platforms including Quickbooks, NetSuite, and Sage Intacct • Supervised teams in multiple countries, across many time zones, incorporating many cultures • Proposed and quarterbacked efforts to reduce costs by simplifying and delegating work to lower-cost resources

SAINT HARRIDAN, INC. | Founder/CEO Bay Area, CA | 2012 – 2017 Direct to consumer clothing manufacturer & online retailer focused on crowdfunding to streamline inventory buys and reduce cash requirements. • Designed and executed a Kickstarter campaign which closed as the 7th highest-funded fashion project of its time, and in 2020 remains in the top 100 – out of over 30,000 fashion projects – with a budget of \$16k • Directly managed manufacturing, marketing, and fulfillment • Developed H3R0 sizing, a non-gendered, non-shaming, body-positive sizing system • Winner: Embody Award by About Face, a body positivity nonprofit. (Former recipients include Rashida Jones, actress) • Recruited models Lea DeLaria (Orange Is The New Black), Julie Goldman (Curb Your Enthusiasm), and Ian Harvie (Transparent) • Spearheaded a twelve-month, multi-state “pop-up” tour featuring sales events and fashion shows while collecting market data from 3,000+ enthusiastic fans

INDEPENDENT CONSULTANT | Finance Consultant to Nonprofits Bay Area, CA | 2008 – 2012 Specialized in the nonprofit sector, focused on financial modeling, cash management, board reporting, and general accounting. Clients included the College of Marin, The Crucible, Human Impact Partners, and San Francisco Camerawork. • Controller/CFO for organizations without an in-house team • Assisted executive teams with budget preparation, cash flow management, loan applications, and performance analysis • Implemented financial policies and internal controls according to GAAP • Managed relationship with CPA firms for annual audit and tax engagements and presented to the board of directors

GSA NETWORK / SF LGBT CENTER | Director of Finance and Administration Bay Area, CA | 2005 – 2008 Serving LGBT youth and adults (housing equity, leadership skill-building, and economic development). • Led the organization’s accounting cycle, budget process, grant reporting, and loan applications • Served on the executive leadership team as a key voice shaping the strategic direction • Wrote and implemented proper financial policies and procedures according to GAAP • Transitioned a program within a larger organization to its own independent 501c3 • Oversaw independent financial audit and prepared all board materials

FIREGIRL, INC | Founder/CEO (Sold 2004) Portland, ME | 2000 – 2004 Direct to consumer e-commerce retailer specializing in fiery foods. • Founded e-commerce company in the early day of online shopping • Balanced ever-shifting inventory and cash ratios • Designed and coded a sophisticated system for managing vendors, orders, customers and fulfillment using an Access database connected to a Yahoo store and the UPS fulfillment system • Engineered workflow equipment and processes to garner increased efficiencies and cost savings • Successfully negotiated the sale of the business and helped transition the fulfillment and operations

GOING ONLINE WEBSITE DESIGN, INC | Founder/CEO (sold 2000) Portland, ME | 1997 – 2000 Business to business website design firm launched when public use of the internet was in its infancy. • Applied web-based technologies to meet client needs including the Maine Department of Tourism, the Maine Treasurer’s Department and several Maine municipalities • Created online searchable accommodations before searchable databases were an industry norm (mySQL & PHP) • Successfully negotiated the sale of the business to Maine State Cable and invested the proceeds into next venture

NATURAL INTELLIGENCE, INC | Software Developer Portland, ME | 1995 – 1997 Application developer for clients such as JP Morgan and the NBA using 4D, a Mac-based relational database and scripting language. • Framed and created database applications for large-scale deployment • Developed applications in Mac-based 4th Dimension • Early adopter of internet-based technologies, successfully encouraging adoption of virtual capabilities

EDUCATION MILLS COLLEGE | Masters of Business Administration, Oakland, CA Recipient, Goldman Sachs Business Leadership Scholarship **NEW COLLEGE OF CALIFORNIA | BA Activism and Social Change, San Francisco, CA** **OTHER INFORMATION MILLS COLLEGE | Associate Professor of Business Practice:** Designed and taught a course on Design Thinking **WOMEN'S BUSINESS DEVELOPMENT CORPORATION | Nonprofit Board Member:** Technical assistance and lending for women in entrepreneurship **WOMEN UNLIMITED | Nonprofit Board Member:** Advocacy organization focused on

increasing the number of women in higher-paying trade jobs SAINT PAUL'S ELEMENTARY & MIDDLE SCHOOL | Parent Diversity Committee Co-Chair COACHES TRAINING INSTITUTE | Completed 116-hour executive coach training program INNER CITY ADVISORS | Volunteer Project Lead: Focused on improving delivery of technical assistance to small business owners 500 STARTUPS | Startup Business Accelerator: Four-month startup program providing mentorship, education, and a \$100k investment SOLO PERFORMANCE WORKSHOP | I have written and performed four one-woman shows and produced one music video

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I Agree *

MARY L GOING

Enthusiastic finance leader in all aspects of early-stage to high-growth startups. Extensive experience in accounting, financial planning & analysis, debt and equity fundraising, investor relations, human resources, IT, legal, contract negotiations, risk management, and banking relationships. Completely comfortable in virtual work environments. Excellent communicator and public speaker.

BELLWETHER COFFEE | VP of Finance

Bay Area, CA | 2018 – April, 2020

Cleantech equipment with SaaS, backed by top tier venture capitalists, raising \$40m Series B. Grew from 17 to 64 employees during my tenure.

- Built and presented financial model as key team member raising \$40m Series B
- Created a dynamic, flexible forecasting process during rapid growth and constant change across the company
- Proactively used mapping to streamline systems for strong controls and accessible resources
- Managed accounting, audit, tax, stock options, cap table, HR, IT, and served as company Treasurer
- Built finance department from the ground up: hiring, developing and coaching a highly skilled team
- Led contract negotiations and coordinated with outside legal counsel for all legal matters
- Reduced expense reimbursement time from > 45 days to one week while simultaneously implementing better controls
- Increased credit card limit from \$100k to \$500k & implemented virtual card system
- Successfully negotiated two rounds of debt funding for a total of \$3m

PROPELLER INDUSTRIES | Finance Director

Bay Area, CA | 2017 – 2018

Accounting firm focused on delivering finance-related services to early stage and high growth tech startups, most venture backed.

- Served as the lead FP&A architect while supervising the accounting cycle for a portfolio of venture-backed clients ranging from zero (pre-) to \$30m in annual revenue. Clients included SaaS, CPG, manufacturing, garment production, and service
- Simplified complex information into dashboards for at-a-glance management of key performance indicators
- Worked with clients on a variety of accounting platforms including Quickbooks, NetSuite, and Sage Intacct
- Supervised teams in multiple countries, across many time zones, incorporating many cultures
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Direct to consumer clothing manufacturer & online retailer focused on crowdfunding to streamline inventory buys and reduce cash requirements.

- Designed and executed a Kickstarter campaign which closed as the 7th highest funded fashion project of its time, and in 2020 remains in the top 100 - out of over 30,000 fashion projects - with a budget of \$16k
- Directly managed manufacturing, marketing and fulfillment
- Developed H3R0 sizing, a non-gendered, non-shaming, body-positive sizing system
- Winner: Embody Award by About Face, a body positivity nonprofit. (Former recipients include Rashida Jones, actress)
- Recruited models Lea DeLaria (*Orange Is The New Black*), Julie Goldman (*Curb Your Enthusiasm*), and Ian Harvie (*Transparent*)
- Spearheaded a twelve-month, multi-state "pop-up" tour featuring sales events and fashion shows while collecting market data from 3,000+ enthusiastic fans

INDEPENDENT CONSULTANT | Finance Consultant to Nonprofits

Bay Area, CA | 2008 – 2012

Specialized in the nonprofit sector, focused on financial modeling, cash management, board reporting and general accounting. Clients included the College of Marin, The Crucible, Human Impact Partners, and San Francisco Camerawork.

- Controller/CFO for organizations without an in-house team
- Assisted executive teams with budget preparation, cash flow management, loan applications, and performance analysis
- Implemented financial policies and internal controls according to GAAP
- Managed relationship with CPA firms for annual audit and tax engagements and presented to the board of directors

GSA NETWORK / SF LGBT CENTER | Director of Finance and Administration

Bay Area, CA | 2005 – 2008

Serving LGBT youth and adults (housing equity, leadership skill-building, and economic development).

- Led the organization's accounting cycle, budget process, grant reporting, and loan applications
- Served on the executive leadership team as a key voice shaping strategic direction
- Wrote and implemented proper financial policies and procedures according to GAAP
- Transitioned a program within a larger organization to its own independent 501c3
- Oversaw independent financial audit and prepared all board materials

FIREGIRL, INC | Founder/CEO (Sold 2004)

Portland, ME | 2000 – 2004

Direct to consumer e-commerce retailer specializing in fiery foods.

- Founded e-commerce company in the early day of online shopping
- Balanced ever-shifting inventory and cash ratios
- Designed and coded a sophisticated system for managing vendors, orders, customers and fulfillment using an Access database connected to a Yahoo store and the UPS fulfillment system
- Engineered workflow equipment and processes to garner increased efficiencies and cost savings
- Successfully negotiated the sale of the business and helped transition the fulfillment and operations

GOING ONLINE WEBSITE DESIGN, INC | Founder/CEO (sold 2000)

Portland, ME | 1997 – 2000

Business to business website design firm launched when public use of the internet was in its infancy.

- Applied web-based technologies to meet client needs including the Maine Department of Tourism, the Maine Treasurer's Department and several Maine municipalities
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- Successfully negotiated the sale of the business to Maine State Cable and invested the proceeds into next venture

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Portland, ME | 1995 – 1997

Application developer for clients such as JP Morgan and the NBA using 4D, a Mac-based relational database and scripting language.

- Framed and created database applications for large-scale deployment
- Developed applications in Mac-based 4th Dimension
- Early adopter of internet-based technologies, successfully encouraging adoption of virtual capabilities

MILLS COLLEGE | Masters of Business Administration, Oakland, CA

Recipient, Goldman Sachs Business Leadership Scholarship

NEW COLLEGE OF CALIFORNIA | BA Activism and Social Change, San Francisco, CA

MILLS COLLEGE | Associate Professor of Business Practice: *Designed and taught a course on Design Thinking*

WOMEN'S BUSINESS DEVELOPMENT CORPORATION | Nonprofit Board Member: *Technical assistance and lending for women in entrepreneurship*

WOMEN UNLIMITED | Nonprofit Board Member: *Advocacy organization focused on increasing the number of women in higher paying trade jobs*

SAINT PAUL'S ELEMENTARY & MIDDLE SCHOOL | Parent Diversity Committee Co-Chair

COACHES TRAINING INSTITUTE | *Completed 116-hour executive coach training program*

INNER CITY ADVISORS | Volunteer Project Lead: *Focused on improving delivery of technical assistance to small business owners*

500 STARTUPS | Startup Business Accelerator: *Four-month startup program providing mentorship, education, and a \$100k investment*

SOLO PERFORMANCE WORKSHOP | *I have written and performed four one-woman shows and produced one music video*

Profile

Nathaniel W Dumas
First Name Middle Initial Last Name

Email Address

Street Address Apt. #1
Suite or Apt

Oakland CA 94610
City State Postal Code

Mobile: (323) Home: (510)
Primary Phone Alternate Phone

Google User Experience Researcher
Employer Job Title

Which Boards would you like to apply for?

Library Advisory Commission: Appointed

Interests & Experiences

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

* In addition to co-chairing the LAC commission and being a prior commissioner, I served on the sustainability committee, which focuses on ensuring that the OPL system is being fiscally responsible with Measure Q and D funds in light of new challenges emerging in the system, from lease expirations of existing branches to the need for a new Main library and other new branches in underserved areas, such as Hoover-Durant. * Using my on-the-job training in design thinking and design-led innovation processes for products and services (both as a former consulting anthropologist for businesses and now as an in-house tech professional), I seek to help to push the LAC to think outside the box for new ways of meeting its goals while also being attuned to the financial realities and constraints. This will be beneficial in thinking of new ways to advocate for OPL programs and services, as well as help to problem-solve issues OPL branches may be facing, especially as Oakland becomes pushed to face the tech divide in access to services for many residents. * Because of my experience as a local community activist involved in several local organizations and causes (from youth violence prevention to local community health initiatives), I have a deep desire to continue to promote and support the Oakland Public Library system as a crucial context for building community and increasing diversity and inclusion by providing the space for Oakland residents of all ages to learn more about each other and engage with each other through programming events. This will be beneficial in helping to ensure that the LAC continues to advocate for programs and services that speak to the diversity of the Bay Area and continue to keep the area's reputation as a haven of social activism for the good of the Oakland citizenry amidst rapid changes in the Bay. * Using my experience as a tech professional working in user experience research with an appreciation for the business side of products and services, I bring a keen understanding of how to keep services and policies innovative while also feasible and financially sustainable. This will be beneficial for the commission's purpose because it will allow us to help make sure we are using Measure Q and D funding in a way that continues to keep the OPL system not only surviving but also thriving in a new era where taxpayers have come to expect different levels of service from their local government institutions.

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.

2019.09.07_DumasNW -

Resume - Oakland LAC .pdf

Upload a Resume

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

Nathaniel William Dumas III, PhD Email: nathaniel.dumas.iii@gmail.com Professional Experience USER EXPERIENCE RESEARCHER | GOOGLE | SAN FRANCISCO, CA | JANUARY 2019-PRES. · Scope and execute in-person and remote research sessions with users and consumers on both evaluative and foundational research to help teams discover new opportunity areas · Create insights reports and presentations to socialize findings across teams and business units (product, marketing, business development) · Collaborate with cross-functional partners in product management and engineering on product requirement documentation to ensure users' needs are represented in product development decisions · Spearhead and collaborate in company-wide diversity and inclusion initiatives to help diversify user research participation USER EXPERIENCE RESEARCHER | TRIPIT FROM CONCUR TRAVEL AND EXPENSE | SAN FRANCISCO, CA | JANUARY 2016-JANUARY 2019 · Design, recruit for, and conduct in-person and remote research sessions with users of the TripIt travel app · Create compelling, actionable, and human-centric insights reports and presentations to socialize findings across teams and business units (product, marketing, business development) · Work closely with the Concur and SAP Diversity and Inclusion office to create office programming for improving both the employee and product experience RESIDENT ANTHROPOLOGIST | IDEA COUTURE | SAN FRANCISCO, CA | JUNE 2014-OCTOBER 2015 · Designed and conducted ethnographic research for Fortune 100 corporate clients, assisting them in finding ways for branding and differentiating their products and services from a human-centered perspective · Produced ethnographically-situated insights reports and journey maps to help socialize key takeaway points for business clients on their opportunity areas with current and potential consumers and users RESEARCHER | YOUTH ALIVE! | OAKLAND, CA | JUNE 2013-JUNE 2014 · Non-profit organization that aims to prevent youth violence by assisting recent victims of youth violence and creating peer-led proactive educational curriculum for K-12 students on nonviolent conflict resolution · Conducted, transcribed and analyzed interviews of former program participants to assess the program's effectiveness in developing youth leadership skills · As part of a multidisciplinary research team, I collected and consulted on data gleaned from focus groups on developing practical and culturally-relevant coping strategies for male clients of color who have been exposed to violent trauma, including the possible features for a digital app for the clients Other Relevant Experience LIBRARY ADVISORY COMMISSIONER CO-CHAIR | OAKLAND PUBLIC LIBRARY ADVISORY COMMISSION | OCTOBER 2019-PRES. LIBRARY ADVISORY COMMISSIONER | OAKLAND PUBLIC LIBRARY ADVISORY COMMISSION | JANUARY 2018-PRES. SUPPORT GROUP SERVICES COMMITTEE MEMBER | OAKLAND LGBTQ CENTER | SEPTEMBER 2017-MAY 2018 LECTURER | DEPARTMENT OF ANTHROPOLOGY, UNIVERSITY OF CALIFORNIA, SANTA CRUZ AND UNIVERSITY OF CALIFORNIA, BERKELEY | APRIL 2013-JULY 2013, JAN 2014-JUNE 2014 Education PH.D. ANTHROPOLOGY | UNIVERSITY OF CALIFORNIA, BERKELEY | 2010 B.A. CINEMA-TELEVISION/MINOR CULTURAL ANTHROPOLOGY | UNIVERSITY OF SOUTHERN CALIFORNIA | 2004

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 *

Nathaniel William Dumas III, PhD

Email:

Professional Experience

USER EXPERIENCE RESEARCHER | GOOGLE | SAN FRANCISCO, CA | JANUARY 2019-PRES.

- Scope and execute in-person and remote research sessions with users and consumers on both evaluative and foundational research to help teams discover new opportunity areas
- Create insights reports and presentations to socialize findings across teams and business units (product, marketing, business development)
- Collaborate with cross-functional partners in product management and engineering on product requirement documentation to ensure users' needs are represented in product development decisions
- Spearhead and collaborate in company-wide diversity and inclusion initiatives to help diversify user research participation

USER EXPERIENCE RESEARCHER | TRIPIT FROM CONCUR TRAVEL AND EXPENSE | SAN FRANCISCO, CA | JANUARY 2016-JANUARY 2019

- Design, recruit for, and conduct in-person and remote research sessions with users of the TripIt travel app
- Create compelling, actionable, and human-centric insights reports and presentations to socialize findings across teams and business units (product, marketing, business development)
- Work closely with the Concur and SAP Diversity and Inclusion office to create office programming for improving both the employee and product experience

RESIDENT ANTHROPOLOGIST | IDEA COUTURE | SAN FRANCISCO, CA | JUNE 2014-OCTOBER 2015

- Designed and conducted ethnographic research for Fortune 100 corporate clients, assisting them in finding ways for branding and differentiating their products and services from a human-centered perspective
- Produced ethnographically-situated insights reports and journey maps to help socialize key takeaway points for business clients on their opportunity areas with current and potential consumers and users

RESEARCHER | YOUTH ALIVE! | OAKLAND, CA | JUNE 2013-JUNE 2014

- Non-profit organization that aims to prevent youth violence by assisting recent victims of youth violence and creating peer-led proactive educational curriculum for K-12 students on nonviolent conflict resolution
- Conducted, transcribed and analyzed interviews of former program participants to assess the program's effectiveness in developing youth leadership skills
- As part of a multidisciplinary research team, I collected and consulted on data gleaned from focus groups on developing practical and culturally-relevant coping strategies for male clients of color who have been exposed to violent trauma, including the possible features for a digital app for the clients

Other Relevant Experience

LIBRARY ADVISORY COMMISSIONER CO-CHAIR | OAKLAND PUBLIC LIBRARY ADVISORY COMMISSION | OCTOBER 2019-PRES.

LIBRARY ADVISORY COMMISSIONER | OAKLAND PUBLIC LIBRARY ADVISORY COMMISSION | JANUARY 2018-PRES.

SUPPORT GROUP SERVICES COMMITTEE MEMBER | OAKLAND LGBTQ CENTER | SEPTEMBER 2017-MAY 2018

**LECTURER | DEPARTMENT OF ANTHROPOLOGY, UNIVERSITY OF CALIFORNIA, SANTA CRUZ AND
UNIVERSITY OF CALIFORNIA, BERKELEY | APRIL 2013-JULY 2013, JAN 2014-JUNE 2014**

Education

PH.D. ANTHROPOLOGY | UNIVERSITY OF CALIFORNIA, BERKELEY | 2010

**B.A. CINEMA-TELEVISION/MINOR CULTURAL ANTHROPOLOGY | UNIVERSITY OF SOUTHERN CALIFORNIA
| 2004**

2020 SEP 24 P 5:07

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 MARY GOING AND REAPPOINTMENT OF NATHANIEL DUMAS, VIOLA GONZALES, CALEB SMITH, AND ANGELICA VALENTINE AS MEMBERS 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 as 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 Mary Going and reappointed Nathaniel Dumas, Viola Gonzales, Caleb Smith, and Angelica Valentine 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 following appointment to the Library Advisory Commission:

Mary Going, to serve the term beginning January 16, 2020 and ending January 15, 2023, filling the seat previously held by Aurea Lewis; and be it

FURTHER RESOLVED: That pursuant to City Charter section 601, the City Council hereby confirms the Mayor's following reappointments to the Library Advisory Commission:

Nathaniel W. Dumas, to serve a second term beginning September 14, 2020 and ending September 13, 2023, filling the seat previously held by himself;

Viola Gonzales, to serve a second term beginning October 5, 2020 and ending October 4, 2023, filling the seat previously held by herself;

Caleb B. Smith, to serve a second term beginning November 14, 2020 and ending November 13, 2023, filling the seat previously held by himself;

Angelica Valentine, to serve a second term beginning October 16, 2020 and ending October 15, 2023, filling the seat previously held by herself.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

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

NOES -

ABSENT -

ABSTENTION -

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