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CITY OF OAKLAND



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

Office of the Mayor
Honorable Ronald V. Dellums
Mayor

(510) 238-3141
FAX (510) 238-4731
TDD (510) 238-7629

Letter of Nomination

October 7, 2008

The Honorable City Council
One City Hall Plaza, Second Floor
Oakland, CA 94612

Dear Council Members:

Upon nomination of the Mayor, the following persons are hereby appointed as members of the following Board or Commission:

Citizen's Police Review Board

Susan Shawl, Mayoral appointment to serve the term beginning February 16, 2008 and ending February 15, 2010, filling the seat previously held by Andrew Radlow (Alternate Seat).

Donna Duhe, Mayoral appointment to serve the term beginning February 16, 2007 and ending February 15, 2009, filling the seat previously held by Melody Fuller.

Thank you for your assistance in this matter.

Sincerely,

A handwritten signature in black ink that reads "Ronald V. Dellums". The signature is fluid and cursive, with a long horizontal stroke at the end.

Ronald V. Dellums
Mayor

Donna M. Duhe

Highlights of Qualifications

- Demonstrated success in new account development, relationship sales, strategic and tactical sales planning
- Excellent analytic and critical reasoning skills.
- Demonstrated ability to engage clients at all levels of an organization.
- Proven experience in the critical business disciplines of leadership, strategy and operations.
- Relationship builder with exceptional networking and partnering abilities.
- Successful track record in developing and retaining accounts.
- Creative and successful negotiator.
- Excellent oral, written and presentation skills.
- Skilled in identifying, analyzing and solving problems.
- Ability to lead, inspire others and achieve positive results.
- A strong work ethic combined with a commitment to excellence.

Professional Experience

United Way of the Bay Area, 2004 – Present

- **Vice President, Development, 2005 – Present**
Manage a team of Development Officers and Campaign Advisors who are responsible for supporting over 200 workplace campaigns across 7 Bay Area counties.

Manage a team of Volunteers and Board Cabinet members who call CEO's and Sr. Level contacts, on behalf of United Way, within top tier accounts.

Designed and implemented Strategic Relationship Management Plans utilized on top 50 accounts.
- **Assistant Vice President, Development Officer, 2004-2005**
Managed professional services portfolio consisting of law firms, consulting firms and insurance companies. Developed leadership giving strategies for top tier accounts. Identified and supported new business opportunities.

Exceeded campaign sales goal by 20%. Portfolio had remained flat or declined in previous 4 years.

RR Donnelley & Sons Company, 1984-2003

- **Vice President, Technology Sales, 1999-2003**

Developed global sales strategy, which included sales, service and support of technology clients' print, content management and distribution requirements. Clients included: Microsoft, IBM, Apple, Adobe, Symantec, Cisco, Adobe, HP, Palm, Tivo and others.

Negotiated contracts between OEM's, Contract and Electronic Manufacturers to support their product and distribution requirements.

Led cross functional teams which included manufacturing, marketing, product development, 3rd party vendors, contract manufacturers and customers.

Directed a worldwide sales team focused on increasing sales from \$50 million to \$250 million over a 3 year period.

- **Vice President, Catalog and Retail Sales, 1996-1999**

Managed a team of ten sales representatives focused on selling print and multimedia services to major consumer, B2B and retail customers. Customers included: Nordstrom, Williams-Sonoma, Disney, Sundance, Costco, Cost Plus, Macy's, Longs Drug, Norm Thompson and others.

Effectively managed an expense budget of \$2 million, 15 employees and 3 sales offices.

Successfully negotiated annual contract renewals for 6 major customers, each totaling over 10 million in sales.

- **Director, Product Marketing and Development, 1994-1996**

Developed products and services focused on product fulfillment and end user technical support. Customer included: HP, Sun Microsystems, Macromedia, Compaq, Intuit and others.

Developed sales and marketing literature to support sales efforts in the field.

Managed a team of Product Marketing professional who provided sales and marketing support to customers.

- **Global Account Manager, Apple Computer, 1992-1994**

Managed Apple Computer account, globally. Increased sales from \$10 million to \$20 million.

Developed strategic initiatives and sales plans for business in Europe and Singapore.

Developed strong customer service skills, increased customer satisfaction levels and negotiated purchase agreement renewals.

- **Sr. Sales Representative, 1984-1992**

Sales experience involved target identification, prospecting, proposal development and RFP responses, contract negotiations, follow through and closing.

Actively selling, up-selling, maintaining and growing existing business relationships.

Awarded RR Donnelley Salesman of the Year for exemplary sales effort and leadership.

Education

University of San Francisco School of Business, San Francisco, California MBA 1984.

University of California at Berkeley, Berkeley, California. MA Sociology 1980.

Santa Clara University, Santa Clara, California. BS Sociology 1978.

SUSAN SHAWL

RESUME as of December 12, 2007

For application to Oakland CPRB

June 15, 2006: Retirement from paid work

January 1986 to June 2006: Boyd Lighting Company, San Francisco

Senior Account Representative serving specifying design professionals in the 9 county Bay Area plus metropolitan Sacramento and the Monterey Peninsula. Sales and marketing of high end lighting products along with participation in selecting the products to be designed, manufactured and marketed by the company.

References: Mr. Jay Sweet, President, 415-778-4300 x332
Mr. Peter Judge, National Sales Manager, 415-778-4300 x322

1983 to 1986: Transition from working in corporate Interior Design and Architecture into sales and marketing in the electrical and lighting field. Employed by AMP Industries (now a part of Tyco Industries) and Euroluce, a small startup specializing in imported contemporary Italian lighting fixtures.

1979 to 1983: Brown, Weir and Mattarazzi, Architects, San Francisco

Project Interior Designer in an Architectural firm. Managed projects for professional offices, financial institutions, hospitality and healthcare clients.

1974 to 1979: Reel/Grobman & Associates, Architects, San Francisco

Project Interior Designer in Architectural firm.

1972 to 1974: Susan Shawl, Design Consultant; private interior design practice.

I gave up private practice upon receipt of an offer "too good to refuse".

1973-1974: Don Wudtke & Associates, Architects; Interior Designer for restaurant design firm.

1963 to 1973:

Dudley Kelly & Associates: Interior Design of corporate and healthcare interiors.

Mario Gaidano Associates: Interior Design for restaurant and hospitality clients.

GF: Interior Designer of corporate interiors.

Gladding McBean Company: Interior Design consultant to Architects and Designers on the use of ceramic tile.

W. & J. Sloane Company: Interior Design intern in high end residential furnishings store.

EDUCATION:

1963: BFA degree in Interior Design from California College of Arts and Crafts, Oakland (the school changed its name to California College of the Arts in 2000)


1960: AA degree from City College of San Francisco

Born and raised in San Francisco

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APPROVED FOR FORM AND LEGALITY



CITY ATTORNEY

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

RESOLUTION APPOINTING SUSAN SHAW, AND DONNA DUHE, AS MEMBERS OF THE CITIZENS' POLICE REVIEW BOARD

WHEREAS, Ordinance No. 11905 C.M.S. creates the Citizens' Police Review Board, whose members are nominated by the Mayor and approved by the City Council; and

WHEREAS, Ordinance No. 11905 C.M.S. specifies that members of the Citizens' Police Review Board are to serve 2-year terms, which are to be staggered so that some appointments will expire every year, and appointments to fill a term of office are only to be for the remainder of that term; now, therefore, be it

RESOLVED, that by the nomination of the Mayor, the following individuals are hereby appointed to the term set forth below:

Susan Shawl, Mayoral appointment to serve the term beginning February 16, 2008 and ending February 15, 2010, filling the seat previously held by Andrew Radlow (Alternate Seat).

Donna Duhe, Mayoral appointment to serve the term beginning February 16, 2007 and ending February 15, 2009, filling the seat previously held by Melody Fuller.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES- BRUNNER, KERNIGHAN, NADEL, QUAN, BROOKS, REID, CHANG, AND
PRESIDENT DE LA FUENTE

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____

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