



CITY HALL • ONE CITY HALL PLAZA • OAKLAND, CALIFORNIA 94612

Office of the Mayor
Honorable Sheng Thao

(510) 238-3141
FAX (510) 238-4731
TDD (510) 238-3254

Letter of Appointment

December 3, 2024

Dear President Bas 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 Commission

Mary Cain Simon, to serve a three-year term beginning November 13, 2024 and ending November 12, 2027, filling a seat previously held by Carolyn Moskovitz.

Justus Samuels, to serve a three-year term beginning November 14, 2024 and ending November 13, 2027, filling a seat previously held by Alternier Cook.

Zacharias George, to serve a three-year term beginning August 19, 2024 and ending August 18, 2027, filling a seat previously held by Mary Forte.

Gay Cobb, to serve a three-year term beginning October 16, 2023 and ending October 15, 2026, filling a seat previously held by Angelica Valentine.

Thank you for your assistance in this matter.

Sincerely,

Mayor Sheng Thao

Profile

Justus

First Name

Samuels

Last Name

Pronouns

Email Address

Street Address

Suite or Apt

City

State

Postal Code

What City Council district do you live in?

 District 3

Primary Phone

Alternate Phone

Retired

Employer

Minister

Job Title

Which Boards would you like to apply for?

Library Commission: Submitted

Interests & Experiences

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

I'm a board member of the West Oakland Advisory, I hold the office of Vice President on Friends the West Oakland Library. I'm currently a board member of the FCDC, which is the governing body of my church (Friendship Christian Center Church), I am also serving the West Oakland community by volunteering in outreach events.

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.

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 *

Profile

Zacharias

First Name

George

Last Name

Pronouns

Email Address

Street Address

Suite or Apt

City

State

Postal Code

What City Council district do you live in?

None Selected

Primary Phone

Alternate Phone

Employer

Job Title

Which Boards would you like to apply for?

Library Commission: Submitted

Interests & Experiences

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

I've been a successful product manager working in big tech for many years now. In my various roles, I've shown a strong ability to get to the root of issues using data and by talking to the people directly affected by products and features. I've pulled together numerous long range visions and plans that have helped dramatically increase revenue, user growth, or usage. I want to bring these skills to the neighborhoods around me. We bought a home in Oakland and had a little one, and now I'm looking to make the world we live in a little better for the next generation.

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-2.pdf](#)

Upload a Resume

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Please click the acknowledgement below.

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I Agree *

EXPERIENCE

SR PRODUCT MANAGER, DEMANDBASE – 2023 JULY-PRESENT

Responsible for the integrations strategy and roadmap at Demandbase.

Kicked off our integrations consolidation project and initiated the Partner Developer program. Actively developing a monetization strategy for Demandbase data and access.

SR PRODUCT MANAGER, BLOCK – 2022-2023

Defined and drove the Cash App's Support Automation roadmap to reduce support advocate operational costs. Built the support chatbot, and search and recommendations features. **Reduced support cases by 25 p.p..**

PRODUCT MANAGER, GOOGLE – 2021-2022

Defined and executed the roadmaps for two programs: (1) Google Search distribution among third party surfaces, and (2) Improvement of the search experience for users issuing commercial queries. **Increased searches by 0.5%.**

Partnered with third party browsers to improve the search experience on their platforms; defined the future of search for user generated content; developed various features to improve the search results page.

PRODUCT MANAGER, YOUTUBE – 2019-2021

Defined the roadmap for YouTube on Feature Phones. **Increased watch time by 21%, MAUs by 50%.**

Launched voice-based search, SMS link sharing, custom navigation paradigm, and custom player controls on feature phones to better meet our new internet users' needs. Collaborated with Business Development to run co-marketing with the biggest feature phone OEM to drive MAUs.

PRODUCT SPECIALIST LEAD, YOUTUBE – 2017-2019

Defined and developed YouTube API strategy, balancing API value generation with abuse mitigation, launching 6 new API endpoints. Pitched and established a developer relations team at YouTube to provide proactive support for our developers.

Started and drove the project to reduce the number of unknown developers using YouTube APIs by 80%. Led the internal exercise to evaluate existing API endpoints and responses to minimize YouTube's exposure to bad actors.

SR. PRODUCT MANAGER, ABERCROMBIE & FITCH – 2015-2017

Managed the Shopping Bag, Checkout, Payments, and Post-purchase experiences of the Abercrombie & Fitch e-commerce global brands. **Increased checkout conversion by 7%, and reduced payment processing costs by 3%.**

Started and drove the initiative to redesign and rebuild our checkout pages to make them mobile-first. Defined and built our first omni-channel experience. Integrated Visa Checkout, Klarna, and Apple Pay (launch partner for Web) payment options.

IOS ENGINEERING LEAD, ABERCROMBIE & FITCH – 2014-2015

Coordinated development efforts to sunset existing marketing apps and build Abercrombie & Fitch and Hollister's first e-commerce iOS apps.

PROCESS ENGINEER, CMU NANOFABRICATION CLEANROOM – 2011-2014

Drove process design, device simulation and fabrication (specializing in applied physics in magnetics) for the research groups at the Carnegie Mellon University Data Storage Systems Center.

EDUCATION

M.S. Electrical and Computer Engineering

Carnegie Mellon University

M.S. Engineering and Technology Innovation Management

Carnegie Mellon University

B.S. Electrical and Electronics Engineering

SRM University, India

Profile

Gay Plair

First Name

Cobb

Last Name

Pronouns

Email Address

Street Address

Suite or Apt

City

State

Postal Code

What City Council district do you live in?

 District 3

Primary Phone

Alternate Phone

Employer

Job Title**Which Boards would you like to apply for?**

Library Commission: Submitted

Interests & Experiences

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

Demonstrated history of civic and community participation, providing me with additional opportunities to advocate for Oakland's public library system. I have served as a non-profit leader, elected school board member, foundation trustee and community volunteer. Note: I am uploading a biographical profile in lieu of a resume, as the latter needs a bit of updating!

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.

[GPC_Bio_-_revised_October_2021.docx](#)

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 *

GAY PLAIR COBB

Gay Plair Cobb has been a leader in the Oakland community for over 35 years. As Chief Executive Officer (*Emerita*) of the Oakland Private Industry Council, Inc. (PIC), she has been at the forefront of the fight to provide livable-wage, sustainable employment for Bay Area residents. Through her guidance and vision, the PIC has provided resources for literally thousands of East Bay residents to secure employment.

She served as a member of the Oakland's Workforce Board (WIB), working to improve and sustain employment opportunities for Oakland residents, particularly youth, individuals returning to the community after incarceration, and others most in need of resources to assure labor market success. She also served as Alternate, representing former Assembly Member Sandre Swanson on the CA Workforce Investment Board.

Ms. Cobb served as a Trustee of The San Francisco Foundation, overseeing the Foundation's substantial endowment. Her areas of particular focus were community and workforce development, human resources policies and promoting diversity and inclusion in the Foundation's investment practices.

In addition, she served on the board of the Peralta Community Colleges Foundation, the state board of Black Women Organized for Political Action (BWOPA), and is a founding member of Black Elected Officials and Faith Based Leaders of the East Bay.

Ms. Cobb's commitment to social justice was honed during her student days where she was a participant in the historic freedom rides leading to the desegregation of lunch counters and other public facilities along the "Route 40" corridor.

Through her leadership and partnership with many community groups, the Cypress-Mandela/Women in Skilled Trades Pre-Apprenticeship Training Center was established in West Oakland after the 1989 Loma Prieta earthquake. The Center has been responsible for the entry of hundreds of new workers into fields where they have historically been underrepresented.

Cobb was a member of the Alameda County Board of Education from 1982-2006 (serving as board president several times during her tenure), working for system change, high educational

achievement and equity for youth who are in the juvenile justice system.

A native of New York City, Cobb is a graduate of Queens College (City University of New York) and holds a MSW degree from the University of California, Berkeley. She is the recipient of numerous awards including those from the California Assembly, the California Senate, the National Council of Negro Women, the 13th Congressional District, Tradeswomen, Inc., Carpenters Local 713, the National Coalition of 100 Black Women, and NAACP, Oakland Branch.

Profile

Mary
First Name

Cain-Simon
Last Name

Pronouns

She/Her

[Empty text box]
Email Address

[Empty text box]
Street Address

[Empty text box]
City

[Empty text box]
Suite or Apt

[Empty text box]
State

[Empty text box]
Postal Code

What City Council district do you live in?

District 4

[Empty text box]
Primary Phone

[Empty text box]
Alternate Phone

Retired from California
Attorney General's Office
Employer

SDAG
Job Title

Which Boards would you like to apply for?

Library Commission: Submitted

Interests & Experiences

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

As a retired Supervising Deputy Attorney General, I have devoted my professional career to public service. I have worked on many law enforcement matters, including peace officer disciplinary matters. I am devoted to our community, having chosen to live here and to raise my family here. I am experienced and objective and would like to give back to the community.

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.pdf_July2024.pdf](#)
Upload a Resume

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I Agree *

MARY CAIN-SIMON



Qualifications:

Proven record of creative, tenacious and effective leadership; thorough and creative counsel; demonstrated effective communication skills in teaching, counseling, advocacy and investigations; demonstrated highly effective negotiation and dispute resolution skills.

Work History:

- December 2017-December 2023: Supervising Deputy Attorney General, Health Quality Enforcement Section;
 - Co-supervisor in San Francisco office, leading team of attorneys and paralegals, responsible for prosecuting disciplinary proceedings against physicians, psychologists, doctors of podiatric medicine, acupuncturists, physical therapists, and other health care licensees and applicants, administrative mandamus, and defending federal and state lawsuits against client agencies;
 - Train, mentor, and supervise attorneys and paralegals.

- 1998 - 2017: Advanced from Deputy Attorney General to Deputy Attorney General V, Employment and Administrative Mandate Section;
 - DAG V (December 2015) DAG IV, Confidential (2007- 2015) DAG III (1999-2007) DAG Range B (1998):
 - Workplace investigator for DOJ and state agencies, including California State University.
 - Conducted fact-finding investigations for CSU, in Title IX, academic misconduct, and employment cases;
 - Defended complex employment litigation in state and federal courts; led trial teams, mentored other attorneys; negotiated cases through alternative dispute resolution; direct negotiations, and judicial settlement conferences; administrative mandamus; prosecuted administrative hearings in State Personnel Board, Office of Administrative Hearings, and before California Horse Racing Board.
 - Paralegal Coordinator: 2007-2011: Screened and coordinated assignments among four paralegals, oversaw work; mentored, assisted and problem-solved with assignments.
 - Confidential DAG 2008-2015: Conducted internal workplace investigations for DOJ; produced detailed documentation, factual findings and recommendations to clients and management; defended

DOJ in employment actions, prosecuted disciplinary actions against DOJ employees.

- 1988-1998: Senior Trial Attorney, Fireman's Fund Insurance Company;
 - Full responsibility for demanding and complex civil litigation caseload. Proven record of excellent results through all phases of litigation, including creative and effective settlement negotiation and alternative dispute resolution techniques; arbitration; court and jury trial, handling personal injury and professional negligence cases.
- 1986 - 1988: Litigation Associate, Lillick, McHose and Charles;
 - Legal research, writing, deposition, discovery and law and motion practice under direction of partners and senior associates, in product liability, maritime, business, probate and employment litigation cases.
- 1985-1986: Litigation Associate, Sellar, Hazard, Snyder, Kelly and Fitzgerald;
 - Legal research, writing, deposition and discovery under direction of partners, in public entity, personal injury, and professional negligence cases.
- 1984 to 1986: Criminal Law and Motion Research Attorney, Contra Costa Superior Court.
- 1975 to 1984: Various jobs including meter reader, fast food cook, waitress, cashier, sales clerk, library assistant and law clerk.

Teaching

- 1998: *Administrative Procedure Act*, for California Horse Racing Board (with DAG Michael Whitaker.)
- 2006: *Evidence in Administrative Hearings*, for California Horse Racing Board investigators, stewards and hearing officers.
- 2014: *Social Media and Litigation*, for CalTrans litigation attorney training.
- 2015: *Social Media and Litigation*, for EAM statewide training (with DAG Amy Lindsey Doyle.)
- 2015: *Social Media and Litigation*, for Office of Professional Development, presentations in Sacramento, Oakland, San Francisco, Los Angeles and San Diego.
- 2015: *Ethics and Social Media* (with Hon. Robert McGuinness) as MCLE for attorneys (1 hour, Ethics) and Alameda County Superior Court (1 hour, Judicial Ethics.)

Education

1983: Hastings College of the Law, Juris Doctor.

1980: UCLA, Bachelor of Arts, Political Science.

1978: Chaffey Community College. (Dean's List)

Interests and Activities

Gardening, reading, horseback-riding, yoga, travel, current events.

Board Service

Women Lawyers of Alameda County: October 2014-May 2019

(Co-president 2018; Vice-President, 2016-2017)

Alliance of Parents and Teachers, Oakland School for the Arts, 2012-2014 (President, 2013-2014.)

Relevant Associations

Association of Workplace Investigators

National Conference of Women's Bar Associations Leadership Summit.

Licenses and Certificates

Admitted to practice since 1984.

Member, Employment Law Section, California Lawyers Association.


CITY ATTORNEY'S OFFICE

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY
MAYOR SHENG THAO

A RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENTS OF MARY CAIN SIMON, JUSTUS SAMUELS, ZACHARIAS GEORGE, AND GAY COBB TO THE LIBRARY 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 and amended by Ordinance Nos. 11730 C.M.S., 12879 C.M.S, 13174 C.M.S., 13560, and 13757 C.M.S., establishes the Library Commission, as recently renamed from 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 Commission consists of fifteen (15) members serving not more than two consecutive three-year terms; and

WHEREAS, the Honorable Mayor Sheng Thao has appointed Mary Cain Simon, Justus Samuels, Zacharias George, and Gay Cobb to serve three-year terms 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 appointments to the Library Commission of:

Mary Cain Simon, to serve a three-year term beginning November 13, 2024 and ending November 12, 2027, filling a seat previously held by Carolyn Moskovitz.

Justus Samuels, to serve a three-year term beginning November 14, 2024 and ending November 13, 2027, filling a seat previously held by Alternier Cook.

Zacharias George, to serve a three-year term beginning August 19, 2024 and ending August 18, 2027, filling a seat previously held by Mary Forte.

Gay Cobb, to serve a three-year term beginning October 16, 2023 and ending October 15, 2026, filling a seat previously held by Angelica Valentine.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES – FIFE, GALLO, JENKINS, KALB, KAPLAN, RAMACHANDRAN, REID, AND
PRESIDENT FORTUNATO BAS

NOES –

ABSENT –

ABSTENTION –

3385535v1/MJM

ATTEST: _____

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