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Office of the Mayor
Jerry Brown
Mayor

(510) 238-3141
FAX: (510) 238-4731
TDD: (510) 839-6451

Letter of Nomination

February 17, 2004

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

Dear Councilmembers:

Upon nomination of the Mayor, the following person is hereby appointed as a member of the following Board or Commission:

Citizen's Police Review Board

Andrew Radlow, Mayoral appointment to serve as Alternate Commissioner for the term beginning February 15, 2004 and ending February 15, 2006, filling an existing vacancy.

If you have any questions or concerns, please feel free to contact me.

Sincerely,

A handwritten signature in black ink that reads "Jerry Brown".

JERRY BROWN
Mayor

26
ORA/COUNCIL
FEB 17 2004

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

DRAFT

**RESOLUTION APPOINTING ANDREW RADLOW AS A MEMBER OF
THE CITIZEN'S POLICE REVIEW BOARD**

WHEREAS, Ordinance No. 11905 C.M.S. creates the Citizen's 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 Citizen's Police Review Board are to serve two 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 individual is hereby appointed to the term set forth below:

Andrew Radlow, Mayoral appointment to serve as Alternate Commissioner for the term beginning February 15, 2004 and ending February 15, 2006, filling an existing vacancy.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

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

NOES-

ABSENT-

ABSTENTION-

ATTEST:

CEDA FLOYD
City Clerk and Clerk of the Council
of the City of Oakland, California

26
ORACOUNCIL
FEB 17 2004

PROFILE & HIGHLIGHTS

EFFECTIVE BUSINESS LEADER / EXCELLENT COMMUNICATOR / TECHNOLOGY SAVVY

Dynamic executive with history of growing revenues profitably, successful strategic planning and customer relationship building. Wide range of corporate and "front line" experience in marketing, technology, and operations. Experience at developing and implementing cost-effective solutions for today's business challenges.

- Strong leader with an intense work ethic and positive attitude.
- Diverse professional experience with contacts throughout the communications industry.
- Manages costs while maintaining positive growth results.
- Consistently achieves sales and marketing targets with creative solutions and implementation excellence.
- A proven ability to provide sound guidance and motivation in a growing business environment.

EXPERIENCE

GLOBALSTAR LLP

Most widely used mobile satellite voice and data service in the world.

SAN JOSE, CA
9/02 TO PRESENT

DIRECTOR, SALES & MARKETING

Responsible for all US and Caribbean sales and marketing operations:

- Current US sales at 121% of quota for US and Caribbean combined.
- Successfully reorganized distribution which tripled indirect POS and reduced COGS dramatically.
- Introduced new pricing plans and sales organization resulting in 127% increase in year over year revenue.

VODAFONE/GLOBALSTAR USA

Wholly owned subsidiary of Vodafone Group plc., providing mobile satellite voice and data services.

WALNUT CREEK, CA

GENERAL MANAGER (PROMOTED FROM MARKETING & SALES DIRECTOR)

4/02 TO 9/02

Responsible for sales and marketing as well as all other US and Caribbean operations:

- US sales 149% of plan as of September 1, 2002. US remains the top unit sales market worldwide.
- Prospected, negotiated, and closed largest Globalstar sales contract in history on 6/02 with USFS and DOI.
- Globalstar USA first achieved operating cash flow break even 6/02.

DIRECTOR, SALES & MARKETING (PROMOTED FROM MARKETING DIRECTOR)

4/01 TO 4/02

Responsible for all US and Caribbean sales and marketing operations:

- Delivered sales performance of 101% of FY2001 budget.
- Established and managed a team of 48 sales, marketing, and operations professionals at peak.
- Successfully managed an annual expense budget of up to \$23M.

DIRECTOR, MARKETING

8/98 TO 4/01

Responsible for all US and Caribbean marketing operations:

- Developed and implemented highly successful commercial launch campaign including advertising blitz, pricing promotion, and event marketing including speaking engagement with Neil Armstrong.
- Maintained high visibility public relations activity and tradeshow schedule that was coordinated between Globalstar USA, Qualcomm, and Globalstar L.P.
- Oversaw the development and rollout of all new voice/data products and services including Globalstar's Internet Access, Circuit Switched Data, SMS, and Voicemail.
- Assisted with the development of Globalstar's 'Above and Beyond' brand campaign, and the creation of the 'arch pneumatic.'

AIRTOUCH CELLULAR

Premier cellular service provider in the US, spun off from PacTel Corporation in 1994, bought by Vodafone in 1999 WALNUT CREEK, CA

DIRECTOR, MARKETING STRATEGY & BUSINESS DEVELOPMENT

8/96 to 8/98

Program management for high profile marketing programs with national impact:

- Created concept of centralized inside sales team nationwide. Results included the centralization of six call centers into one modern facility that produced immediate cost savings while improving customer contact quality and sales volume. New facility delivered 10,000 new customer additions in first month of operation at cost of \$50 per unit, less than 70% of historical cost of \$72 per unit.
- Developed and managed AirTouch's national co-marketing program with partners including American Express, Visa, and the Automobile Association of America (AAA). Produced over 2,500 incremental gross gains during first 6 months of program.

DIRECTOR, BUSINESS DEVELOPMENT

4/95 to 8/96

Project lead for technology oriented business development programs:

- Lead negotiator for \$46M CDMA infrastructure RFQ with Northern Telecom for the Greater Michigan wireless system.
- Lead negotiator for \$14M CDMA infrastructure contract with Qualcomm Inc. for a top 20 cellular market in the United States.
- Led multiple cross functional "National Network Project" teams in conjunction with Bell Atlantic Mobile (Verizon), which resulted in enterprise wide deployment of *611 Home Customer Care.

DIRECTOR, NEW PRODUCTS DEVELOPMENT

4/94 to 4/95

Project management responsibility for technology programs while managing a development team of six employees:

- Bid Manager for PCS PrimeCo CDMA Infrastructure RFQ.
- Lead negotiator for \$2M SMS infrastructure agreement with Motorola and managed successful implementations in Los Angeles and Sacramento markets.
- Assisted markets with defining product marketing strategy and business plans to support new ideas.
- Oversaw network-based Voice Activated Dialing (VAD) trials in Sacramento, California.

MANAGER, TECHNOLOGY PROGRAMS

6/92 to 4/94

Project Manager for AirTouch's Single Number Technology which was deployed in the Los Angeles market:

- Deployed AirTouch's experimental Single Number Technology in the Los Angeles market.
- Deployed SMS in the San Diego market.

MANAGER, TECHNICAL OPERATIONS (DUSSELDORF, GERMANY)

6/90 to 6/92

Managed engineering and operations projects and assisted with staff group design for first competitive wireless telecommunications network in Germany:

- Oversaw six technical staff groups with both German and American employees.

OTHER POSITIONS

1/83 to 6/90

- **MANAGER, FIELD OPERATIONS, PACTEL CELLULAR:** Managed all field and switching operations (14 employees) for a 75+ site cellular system in Los Angeles.
- **SUPERVISOR, FIELD OPERATIONS, GTE MOBILENET:** Managed all field and switching operations (8 employees) for the San Francisco Bay Area.
- **TECHNICIAN, USWEST CELLULAR:** Maintained cellular switching equipment in San Diego, CA.

EDUCATION

University of California Santa Barbara
BA Degree in Business/Economics

1982
Santa Barbara, CA

Studies of Spanish and German languages, University of San Diego and on assignment in Germany; 1982, 89-90.

PERSONAL MILESTONES

- Junior Achievement Instructor. 2001 – Present. currently working with inner-city classes in Oakland, CA.
- California CASA; Contra Costa County, Board of Directors Member, 1993 - 1998
- Honda Riders Club – Top of the Hill Chapter; San Francisco, CA Founding President, 1994

26
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