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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

October 24, 2019

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

Mary Jo Cook, to serve the term beginning June 24, 2019 and ending June 23, 2022, filling the seat previously held by Leslie Mandros Bell;

Tyron C Jordan, to serve the term beginning November 14, 2019 and ending November 13, 2022, filling the seat previously held by himself;

Angelica Valentine, to serve the remainder of the term beginning October 16, 2017 and ending October 15, 2020, filling the seat previously held by Reginald Constant;

Thank you for your assistance in this matter.

Sincerely,

A large, stylized handwritten signature in black ink, appearing to read "Libby Schaaf".

Libby Schaaf
Mayor

Profile

Mary Jo _____ Cook _____
First Name Middle Initial Last Name

_____ Email Address

_____ Street Address _____ Suite or Apt
 Oakland _____ CA _____ 94611
City State Postal Code

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

Pacific Community Ventures _____ President & CEO
Employer Job Title

Which Boards would you like to apply for?

Library Advisory Commission: Submitted
 Parks and Recreation 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 have over 25 years of experience in general management, innovation, strategic planning, marketing communications, sustainability and corporate social responsibility, in both the for-profit and non-profit sectors. I've lived in Oakland for over 20 years and am committed to making a difference in this city that I love, the city where I raised my children, the city I am proud to call home. As an Emerge fellow, I have learned the important role government plays in strengthening our society and I very much want to do my part. I just completed my term on the Housing, Residential Rent and Relocation Board. While I was asked to renew, I declined because I would like to now be involved in either the Library Advisory Commission or Parks and Rec. I am a huge user of both services. I'm an avid reader and lifelong learner, in part because of libraries which have always been a part of my life. I use Oakland's parks multiple times a week. I think I could add value to either board. I'm a recent empty-nester giving me a little more flexibility with my schedule, which I want to use to be of service to Oakland.

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.

MJ_Cook_Resume.pdf
Upload a Resume

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

Summary Mission driven leader, unlocking the potential of people and organizations. 25+ years of

experience in general management, innovation, strategy development & implementation, marketing communications, sustainability and corporate social responsibility, in both the for-profit and non-profit sectors. Experience Pacific Community Ventures, San Francisco CA September 2015 to Present President & Chief Executive Officer Lead Pacific Community Ventures in engaging small businesses, investors and policymakers to create good jobs for working people and build an economy that works for everyone. Our Small Business Advising & Lending programs connect entrepreneurs to the expertise and capital they need to grow their businesses and create new jobs. In 2015 we worked with 230 small business owners, helping them grow revenue by 20% (6 times the national average), and create or maintain almost 1,000 jobs. Our Impact Advisory practice conducts research and evaluation so that investors and policymakers will drive more capital to social good. We work with a wide range of organizations to define, measure and communicate the social outcomes achieved from their impact investments. Recently launched a Quality Jobs strategy designed to create jobs that are good for workers, good for businesses and good for communities. In May, published Moving Beyond Job Creation, a report that seeks to answer: What – exactly -- is a quality job? What role could impact measurement play in driving quality job creation? A second report around policy changes that could incentive quality job creation will be published early in 2017. Fair Trade USA, Oakland CA August 2010 to May 2015 Chief Impact Officer Led a 70 person, \$10M social enterprise in changing how businesses source, consumers buy, and farmers produce & trade to create true sustainability across global supply chains and improve the lives of farming communities. Responsible for delivering earned revenue (80% of total organization revenue); driving impact; leading all operations from "origin to shelf", including Business Development, Supply Chain & Producer Services, Marketing Communications, Grass Roots Advocacy, and Innovation; and participating in Board meetings. In 2011, launched our Fair Trade for All vision, designed to double impact over a five year period by innovating the historic fair trade model. By 2014, earned revenue had risen 30% (to \$9M), imports of Fair Trade Certified products had risen 76%, and additional revenue earned by farmers had almost doubled (to \$40M). Redesigned marketing communications, including new logo, positioning, website, and programs. By 2014, consumer awareness was at 55%, a 40% increase from 2011. Created our Theory of Change and Impact Framework, identifying the outcomes we seek to enable, the activities that will lead to those outcomes, and the methodology for capturing and communicating performance indicators Represented Fair Trade USA via media interviews, contributed articles and speaking engagements at conferences such as Skoll World Forum on Social Entrepreneurship, Sustainable Brands and Natural Products Tradeshow. The Clorox Company, Oakland CA September 1990 to August 2010 Vice President, Innovation & Sustainability (1/07 to 7/10) Created first Corporate Innovation Group to develop & manage an innovation pipeline delivering \$50M of annual growth and improve innovation capability across the company. Group included Front-end Discovery, Product Design, Open Innovation Networks & Advanced Technology. Created first Environmental Sustainability Group which better incorporated sustainability into decision making by simultaneously evaluating risk, identify ways to reduce footprint and costs, and creating growth opportunities. Vice President, New Businesses – Cleaning Division (1/99 to 1/07) Created first New Business Group which delivered over \$500M in new product sales, including GreenWorks (the first mainstream natural cleaning line), Clorox Anywhere, and a platform of cleaning tools (Clorox Bleach Pen, Toilet Wand, ReadyMop) Acted as the Innovation General Manager, leading a multi-functional team of directors responsible for setting innovation agenda, developing new ideas and commercializing products. Marketing Manager, Corporate Strategy Development (1/98 to 1/99) Created and led a 75 person team in developing Clorox 2005 Strategic Plan. Team identified external trends and core competencies, and challenged many of Clorox's current business practices. Team reported to CEO and Executive Committee and findings were used to generate several new long-term growth opportunities. Brand Management, Licensing and Acquisition Roles (9/90 to 1/98) Board Membership & Community Involvement Advisory Board Member, Sustainable Brands, San Francisco, CA 2013 to present Sustainable Brands provides insights and learning to enable its ~ 350K members to make sustainability a means to profitability. As board member, created new approach for Innovation Open, a forum to connect breakthrough new ideas with larger corporate partners. Have presented, led and participated at conferences and panels. Emerge California 2014 Selected as participant in program to increase women's involvement in government. Advisory Board Member, LeaderSpring, Oakland CA 2003 - 2010 LeaderSpring provides leadership development to local executive directors in order to transform communities. As board member, contributed to organization's strategy; led branding project which resulted in new name, tagline and logo; led earned revenue project which identified new mission aligned, revenue generating opportunities. Advisory Member, Piedmont Community Church, Piedmont CA 2004 - 2008 Member of advisory team charged with distributing \$400K in charitable funds and increasing community outreach. Developed principles for grant distributions got

congregational approval to several multi-year grants, and participated in trips to Malawi and Viet Nam to see the impact of our funding. Education University of Chicago Graduate School of Business MBA, Marketing & International Business University of Illinois B.S., Accounting

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

Tyron _____ Jordan _____
First Name Middle Initial Last Name

Email Address

Street Address Suite or Apt
Oakland CA 94607
City State Postal Code

Mobile: _____ Home: _____
Primary Phone Alternate Phone

Murphy Pearson Bradley and Feeney _____ Paralegal _____
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 am a current Oakland Public Library Commissioner, and I am seeking a 2nd term. I was initially appointed in November 2017, and my current term expires on November 14, 2019

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.

I am a current library advisory commissioner. I am seeking a 2nd term. I was initially appointed in November 2017, and my current term ends on November 14, 2019

Please click the acknowledgement below.

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I Agree *

Profile

First Name

Middle Initial

Last Name

Email Address

Street Address

apt 10

Suite or Apt

Oakland

City

CA

State

94612

Postal Code

Mobile: :

Primary Phone

Home

Alternate Phone

App Annie

Employer

Product Marketing Manager,
Content Strategist

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 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.

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I Agree *

ANGELICA VALENTINE

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

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Approved as to Form and Legality

DRAFT

Office of the City Attorney

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY MAYOR LIBBY SCHAAF

RESOLUTION CONFIRMING THE MAYOR'S APPOINTMENT OF MARY JO COOK, TYRON C. JORDAN, 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 and amended by Ordinance No. 11730 C.M.S., adopted July 26, 1994, 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 Jo Cook, Tyron C. Jordan, 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 appointments to the Library Advisory Commission:

Mary Jo Cook, to serve the term beginning June 24, 2019 and ending June 23, 2022, filling the seat previously held by Leslie Mandros Bell;

Tyron C Jordan, to serve the term beginning November 14, 2019 and ending November 13, 2022, filling the seat previously held by himself;

Angelica Valentine, to fill the remainder of a term beginning October 16, 2017 and ending October 15, 2020, filling the seat previously held by Reginald Constant;

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