



CITY OF PASADENA APPLICATION FOR APPOINTMENT TO THE CHARTER STUDY TASK FORCE

The information contained on this form will be used by the City Council to appoint members to the Charter Study Task Force. Please answer all questions. You are invited to attach additional pages, a copy of your resume, or submit supplemental information which you feel may assist the City Council in its evaluation of your application. *Please note that, once submitted, this form, and all attachments, will become subject to public access under the Public Records Act, with the exception of personally identifiable information.*

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SEP 20 PM 3:31
CITY OF PASADENA

Applicant Name: Andrew (Andy) Wilson

Home Address: [REDACTED] Pasadena CA 91106

Mailing Address: Same

Email Address: [REDACTED]

Business Phone: [REDACTED] Date Available to Start: Flexible

Home Phone: [REDACTED] Cell Phone: [REDACTED]

Indicate if you wish to be considered for a District, At-Large, and/or Mayoral Nomination (mark one or more):

- District Representative representing City Council District 7
- At-large Representative City Council District 7
- Mayoral Representative

Community Service – List boards, commissions, committees, and organizations on which you are currently serving or have served, offices held and in what city.
Numerous (see attached)

Employment – Title and duties, current and past (acceptable to attach resume as an alternative).
Currently CEO/Excutive Director of the Alliance for SoCal Innovation (see resume for details)

Education – Include professional or vocational licenses or certificates.
MBA - Harvard; Bachelors from Dartmouth College (Engineering)

1. **Have you ever worked for the City of Pasadena?** *(If yes, please list dates/department)* YES NO
City Council: June 2015 - Dec 2022; numerous commissions

2. **Are you related to any employee, appointed or elected official of the City of Pasadena?** *(If yes, please indicate name and relationship)* YES NO

3. **Rules of law and ethics prohibit members from participating in and voting on matters in which they may have a direct or indirect financial interest. Are you aware of any circumstances which may develop from your occupation or economic holdings, that might relate to your service as a member of a Charter Study Task Force?** *(If yes, please indicate any potential conflicts)* YES NO

4. **Have there been, or are there now, any personal or business circumstances which might reflect adversely on your service as a member of a Charter Study Task Force?** YES NO

5. **Are you aware of the time commitment necessary to fulfill the obligations of a member on a Charter Study Task Force, including meetings on nights and weekends?** YES NO

6. **What specifically in your background, training, education, or interests qualifies you to serve on the Charter Study Task Force? Please highlight any relevant experience with the City of Pasadena or other municipality that involves Charter Study, elected experience, or knowledge of City Charter laws and provisions:**
Extensive public service including as Councilmember, Vice Mayor and various commissions. Also was appointed initially so understand that process

7. **What objectives and goals should the Charter Study Task Force consider?**
To explore the various issues identified by the Council for potential Charter updates and analyze each and ultimately make a set recommendations to the Council on what to include and why.

8. In your opinion, what is the importance of the scope and charge of the Charter Study Task Force, as approved and assigned by the City Council?

As the governing document for the City, it is important that we continuously see what is working and not working and seek to enhance the smooth and effective governances of the City. The Charter Task Force should concentrated on the specific areas which are already both numerous and complex. To the greatest extent possible, we should avoid straying behind the scope.

9. How would you help to achieve the Charter Study Task Force's objectives and goals, while adhering to the City Council's approved Scope and Charge?

I am familiar with most of the issues firt hand so can bring specific insights. I will also bring an analytical rigour to the work while helping the group coalesce around a final set up recommendations to bring forward to the Council.

Signature: 

Date: Sept 19, 2023

I hereby certify that the following information is correct to the best of my knowledge.

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One of the goals of the City Council is to balance advisory body appointments in terms of geographic residence, location, ethnicity, gender, and age. *The following information is desirable, but not required for appointment.*

Year of Birth: **REDACTED** **REDACTED** **REDACTED**

If City resident, number of years: 27

ANDREW (ANDY) WILSON

REDACTED

REDACTED

career summary

Highly experienced executive leader with unique combination of expertise across public, private and not for profit sectors. Strong track record of applying innovative and entrepreneurial approaches to deliver critical community impact. Hands-on experience with large enterprises, numerous startups, academia, municipal/public entities and a myriad of not for profit organizations. Excellent combination of strategic planning and frontline execution. Adroit collaborator and proven coalition builder across diverse stakeholder groups seeking to achieve collective impact.

experience

- 1/18 – Current **THE ALLIANCE FOR SOUTHERN CALIFORNIA INNOVATION** **Los Angeles, CA**
The Alliance (www.alliancesocal.org) is a leading not for profit that seeks to enhance SoCal's regional innovation ecosystem productivity by acting as a strategic super-connector across SoCal's leading research institutions, marquis corporations, VC firms, complementary community partners and diverse entrepreneurial populations.
- 1/18 – Current **CEO/Founding Executive Director.** Lead and oversee all strategic, fundraising, and operational aspects of a new regional not for profit focused on innovation and tech transfer across Southern California (Santa Barbara down to San Diego). Key goals are more breakthrough products, startups and ultimately more local high-quality jobs.
- Lead program strategy including top leader forums, technology showcases & demo-days (~60 events/year)
 - Raise & manage annual operating budget of ~\$1.5mm & oversee program, events & operations with staff of 8.
 - Build-out board of director and regional consortium of more than 120 institutions & 1,500 innovation leaders.
 - Define strategic annual operating plan & engaged and leverage our board of directors and advisory board.
 - Develop and nurture collaborations with tech transfer offices across the consortium and a broad range of venture capital investors & leading corporation that prioritize innovation (Disney, Kaiser, Lilly, Amgen, etc).
 - Work with a diverse set of innovation /economic development leaders across SoCal to share best practices & coalesce into an integrated network of innovation nodes that share a common mission to further energize SoCal.
 - Evangelize our mission and program through active engagement of innovation community through roadshows, marquis events and numerous public speaking engagements.
- 6/15 – 12/22 **THE CITY OF PASADENA** **Pasadena, CA**
The City of Pasadena is a full-service city of ~145,000 residents and an annual operating budget of ~\$1Bn and 2,200 employees. I initially served on a number of commissions as a volunteer (convention center, planning commission, design commission) and more recently as a part-time elected representative (~15 hrs/week).
- 6/15 – 12/22 **City Councilmember District 7 & Vice Mayor.** Initially appointed a city councilmember in June of 2015 and then successfully ran for office in April of 2017. Elected Vice Mayor by colleagues in January 2021. Represent the 20,000+ residents of the 7th District which includes Caltech, Pasadena City College, Polytechnic School, Kaiser Med School, the Langham Hotel, South Lake and Playhouse Business Districts. Champion for economic development, historic preservation, affordable housing and enhanced homeless services.
- One of 7 city councilmembers (plus a Mayor) responsible for the leadership of Pasadena.
 - Oversee ~\$1Bn annual budget including ~\$100mm annual capital improvement program.
 - Set policy and laws for the City to ensure equity and quality of life for all residents.
 - Key advocate for "civic innovation" and the adoption of innovative policies & technologies to better our City.
 - Chair the Municipal Services Committee which is responsible for Pasadena's \$300+m power and water utility.
 - Serve on Education & Technology Committee which champions economic development & housing.
 - Serve on Finance Committee which oversees budget development, municipal finance and risk management.
 - Represent Pasadena in Metro regional JPA (joint powers authority) looking to coordinate transit investments
 - Core member of LA County's digital divide taskforce looking to enhance participation in the digital economy.
- 11/03 – 11/18 **MOMENTUM VENTURE MANAGEMENT, LLC** **Pasadena, CA**
A high-tech business accelerator and seed fund focused on providing interim executive leadership to early-stage SoCal frontier technology companies that are striving to break out of the lab to broad-based commercial launch. Actively led more than 15 companies through final stages of product validation and commercial launch resulting in more than \$30mm of follow-on venture financing.
- 11/03 – 11/18 **Managing Director/Founder.** Founded and led the Momentum team (5 professionals) in the daily operations of the firm including financial management (\$1mm annual operating budget) and resource allocation. Personally, led engagements and provided interim leadership to portfolio companies including developing business plans, licensing technology and accelerating new ventures by providing strategic, operational and go-to-market leadership.
- Conceptualized Momentum's innovative business model, recruited the core team and led the sourcing of ~\$1.5mm of start-up capital into general partnership (GP) and two seed investment funds.
 - Accelerated >15 early stage companies through the Momentum platform including sourcing follow-on venture capital from leading NorCal & SoCal VC's.
 - Played active role across portfolio companies in securing "light house" accounts and establishing strategic/channel partnerships in order to accelerate revenue realization and achieve market validation.
 - Various hands-on interim executive roles (CEO, CFO, COO) across a range of high-tech start-up businesses.
 - Established Momentum as a leader in the SoCal entrepreneurial ecosystem through participation in venture panels, start-up/coder weekends, start-up speed dating, fast pitch contests, business plan competitions.

- 10/10 – 12/15 REXTER, INC. Pasadena, CA**
Rexter puts “rocket fuel” in your current enterprise CRM system. Our patented “life logging” approach uses API’s to automatically capture & synchronize real-time field sales activities (emails, VOIP, meetings, mobile etc.) and deliver engagement and relationship analytics to sales automation & customer relationship management (CRM) systems.
- 10/10 – 12/15 CEO & Co-founder.** Lead all functional areas for early stage venture-backed software company. Hands-on in the areas of product vision/strategy, fundraising, sales/account development and business model development.
- Ideated core concept of “professional relationship management” and translated high level vision into staged product roadmap and roll-out including core feature sets.
 - Development of patent strategy and key patent filings (named inventor on a series of patents included several granted by USPTO). Patent portfolio was sold-off to leading IP legal and licensing firm.
 - Orchestrated all aspects of the business planning process including customer surveys, market analysis, competitive research and financial analysis.
 - Raised multiple stages of seed financing of >\$2.5mm (equity & convertible notes) from top angel investors.
 - Personally, led the go to market and business development efforts securing marquis enterprise pilot accounts.
 - One of 14 of companies selected (of >500 applicants) for Microsoft Venture Accelerator (prestigious 4-month program in Seattle) focused on digital work (<https://goo.gl/fsxcVP>)
- 1/02 – 10/03 OVERTURE SERVICES, INC. (now a division of Yahoo!/incubated at Idealab) Pasadena, CA**
The world’s leader in Pay-For-Performance search on the internet – effectively & efficiently connecting consumers to relevant products and services in North America, Asia and Europe (acquired by Yahoo! in October 2003 for \$1.7Bn).
- 4/03 – 10/03 Senior Advisor, New Ventures & Strategy.** Led the evaluation efforts of new business opportunities and drove execution through business planning, partnership and/or acquisition.
- Coordinated business integration and business planning process of two acquired paid-inclusion product lines (\$10mm combined business line revenue).
 - Evaluated and refined our multi-media and hyper-local product strategies including the identification and development of key business partnerships.
 - Led a team effort to re-design our M&A evaluation and pipeline management process.
 - Established strategic pricing framework to ensure value maximization across rapidly expanding product portfolio.
- 1/02 – 4/03 Senior Vice-President, Global Product Management/Development.** Built and led the team responsible for the translation of business strategy and operating unit priorities into strategic product roadmaps. Responsible for the rapid and timely delivery of discrete global product releases across numerous systems and platforms. Provided critical guidance for engineering and development team of more than 200.
- Designed & recruited the global product team of 20+ business line & system product managers (~\$5mm budget).
 - Supported and drove key performance metrics to achieve 132% annual revenue growth to \$667mm.
 - Developed and implemented a strategic product planning process resulting in 6Q rolling roadmap that effectively addresses short term operating objectives and long term strategic & competitive positioning.
 - Delivered numerous successful product launches including enhanced customer usability, sophisticated search & matching technology, and the launch of major new markets in Asia & Europe.
 - Established key planning support roles around metrics forecasting and ‘voice of customer’ integration.
- 1/00 – 12/01 RIVERONE, INC. Westlake Village, CA**
Provider of supply chain management SaaS solutions for high technology manufacturing offering a range of technology tools designed to streamline demand management, site replenishment, materials planning & procurement.
- 1/00 – 12/01 President & Chief Operating Officer.** Global operations responsibility across three continents for key business functions including software development, technology infrastructure, finance, human resources, sales, marketing/branding, customer service and all revenue producing business units.
- Designed and built organization from unstructured start-up of 20 in North America to high performance team of 150 across three continents.
 - Key partner with CEO/founder in raising \$47mm of additional venture capital financing in adverse market.
 - Completed joint-venture agreement with Mitsubishi Corporation and WPI (\$1Bn Chinese distributor) to form RiverOneAsia based in Singapore. Raised \$5mm of seed capital from founding partners.
 - Coordinated the development and the re-launch of the RiverOne 2.0 trading hub as a result of \$8mm of investment including 9 months of in-house programming from a staff of 40 technologists.
 - Completed the acquisition and integration of a \$10mm German components trading/distribution company.

- 11/95-12/99** **BOWNE BUSINESS SOLUTIONS (DONNELLEY ENTERPRISE SOLUTIONS)** **Los Angeles, CA**
The premier provider of on-site document processing services to leading financial and legal institutions. A \$200mm division of Bowne & Co. – the world’s largest financial printer with \$1Bn in revenues.
- 2/99 – 12/99** **Senior Vice President/Chief Information Officer (CIO), Strategic Resources/Operations.** Led all operation support teams & technology responsibilities that were previously managed by the CIO (47 staff/\$10mm budget).
- 11/95-2/99** **Vice President & General Manager, Western Region.** Responsible for all business functions for start-up of the office services outsourcing/facilities management business in the western United States (>600 staff/\$50mm budget)
- 6/92-11/95** **RR DONNELLEY & SONS COMPANY** **Chicago & Los Angeles**
A \$5+Bn/200 location integrated communications company that provides pre-media, digital photography, content management, printing, online services, and print and package logistics.
- 10/94-11/95** **Division Director/Plant Manager, Chicago Financial Printing Division.** Responsible for the Midwest manufacturing operations (P&L responsibility for 250 persons/\$40mm revenue financial printing operation) including the main plant, all administrative departments and four service centers.
- 7/93-10/94** **Manufacturing Manager, Chicago Financial Printing Division.** Managed composition / typesetting and customer service departments including a \$10mm annual budget and 108 employees
- 1988-1991** **LEK CONSULTING** **Los Angeles, CA**
Leading International management consulting firm specializing in corporate and business unit strategy consulting and mergers and acquisition advice. Helped open/expand Santa Monica office and recruit initial team.
- education**
- 1991-1993** **HARVARD BUSINESS SCHOOL** **Boston, MA**
Masters of Business Administration. Concentration in operations strategy, technology and production management. Selected by faculty as a tutor for first year operations course. Volunteer Consulting Organization project leader.
- 1984-1988** **DARTMOUTH COLLEGE** **Hanover, NH**
Bachelor degree, *cum laude*, in Engineering. Awarded *Dean's List* all semesters and multiple academic citations for academic excellence including independent research.
- not for profit** **Volunteer & Community Organizations (years served):**
- **Burbank-Hollywood Airport:** Commissioner & chair finance committee for regional airport (\$100m/yr budget & 6mm passengers/yr). Actively involved in \$1.2Bn development of new passenger terminal (1 year – current).
 - **Pasadena Civitas Club:** Launched a new civic leaders networking & discussion club focused on collaboration & education. Recruited board of directors & initiated initial programming. Club now has >100 members and has met regularly (1 – 4x per month) since 2019. Established permanent home at historic Blinn House (4 years).
 - **City of Pasadena:** Pasadena Center Operating Committee which oversees the Pasadena Convention Center, the Civic Auditorium & the Visitors’ Center (1+ years); Pasadena Planning Commission (3+ years including as Secretary and member of Board of Zoning Appeals), Pasadena Design Commission (8 years including 2 years as chairman). Champion for affordable housing and thoughtful new development. Annual homeless count 5x.
 - **Innovate Pasadena:** Co-founder, co-chairman, head of development committee, and board member for grass roots community building effort focused on innovation & entrepreneurship in East Los Angeles. Recruited 25-person board & led all major fundraising efforts & \$450k annual operating budget. (3 years).
 - **Altadena Town & Country Club:** Chair of Finance Committee (~\$5mm annual operating budget), Treasurer & Board of Governors. Positive cashflow and out performed budget (top & bottom line) every year. (5 years)
 - **Pacific Oaks College & Children’s School:** Board member, treasurer and co-chair of special committee that led turn around & successful affiliation with TCS Education System (6 years).
 - **Pasadena Heritage:** Vice chairman/treasurer, head of development committee, chair of Heritage Associates, lead on historic easement program. Grew major donor financial support (non-events) by 350% (6 years).
- other**
- Additional training/education:** Executive program at MIT on Technology/Product Strategy, Columbia University on Sales Management, Kellogg School on Advanced Product Development, Graduate Leadership Pasadena, VentureOut SaaS selling program, Microsoft Venture Accelerator (4-month intensive program).
- Corporate & Advisory Boards (current):** Bryce Partners (advisor), Vicente Capital (advisor), Virtualitics (advisor), STEAMCoders (advisor), Pasadena Junior League (6 years)
- Intellectual Property & Patents:** Primary inventor on multiple patents for CRM analytics (Rexter) & collaborator on ad-tech patents (Overture Services/idealab)
- Media & Speaking:** Extensive public speaking at venture & entrepreneurs conference, quoted in the business press including WSJ, LATimes, LA Business Journal, SoCalTech, dot.LA, and a wide range of on-line media. Regular speaker on entrepreneurship at UCLA, Pepperdine, Caltech and USC.
- Personal:** Avid walker, startup coach, world traveler, animal lover, wife (Liz) and two sons