Redistricting Commission
Applicant Profile

Applicant #	11439751059
First Name	Mary
Last Name	Velasco
District	District 6
Time living in District	10 to 20 years
Time living in Oakland	10 to 20 years
Education	Master's degree
Income	Over $250,000
Voting history	2018 & 2016 elections
Gender	Female
Race/Ethncity	White / Caucasian
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Supplemental Questionnaire

Your response to each of the mandatory following questions is limited to no more than 500 words. Please type in the space provided for each question.

*1. Why do you wish to serve on the Commission and why do you think the work of the Commission is important?

I am an active citizen with a strong desire to have an impact on key issues affecting my community. Because the census happens so infrequently, I feel it is important to be involved in redrawing the district boundaries that are set each 10 years. I want to be involved in our democratic process to ensure equity for all citizens, that allows all voters to have confidence in our voting system. Politics have become so polarized. If we have fairly drawn districts that truly represent the voters, we may see our representatives as more willing to work together on the citizens' behalf.

*2. Explain what it means to be impartial and describe your ability to exercise impartiality.

To be impartial is to be objective or neutral. It also means that someone can take all relevant information or a variety of data points to arrive at a fair decision. I believe we all see situations through a biased lens, based on life experiences; however, I think that I am able to assess each situation with available information and make an impartial decision. As additional information becomes available, I may adjust my views after weighing all of the factors. My career in medical sales required me to present objective data to my customers to ensure patients' safety. Additionally, my previous career in finance required objectivity in order to effectively analyze data. This ability to balance all input will be an asset to this role.

*3. The Commissioners will need to work collaboratively in redrawing district boundaries. Provide an example from when you had to set aside your own self-interest to achieve a common goal.

I recently collaborated with my internal partner with her account in San Jose. We worked in different divisions and promoted different products within the same company. We worked together to set up a successful dinner presentation to many of the customers that we shared. Although it did not support my near-term goals, it went a long way to demonstrate our cohesiveness and build trust with key internal and external partners for future growth of our business.

*4. All Commissioners must demonstrate an understanding of and appreciation for Oakland's diversity. Describe your knowledge of and appreciation for Oakland's people and places, and how this will enhance your work as a commissioner.

We moved to Oakland in 2007. I have worked in the hospitals and medical clinics in East Bay as well as the surrounding San Francisco Bay Area. I have seen many of the various areas of Oakland, our diverse population and the many cultural influences. My family and I have experienced the highs and lows of the economy and its impact on our neighbors. Oakland has many local businesses that are thriving and an equal amount that are struggling to stay afloat. Homelessness and crime are very complex issues that require great insight and empathy by our elected representatives in order to find a solution. Although these

*Response required

issues are not unique to Oakland, I believe my knowledge of these challenges will enhance my ability to preform the role as commissioner.

*5. Provide an example from when you faced a complex question or situation. What problem solving skills did you use to solve it?

We were launching a new product in a market with a high demand for an alternative to standard of care. There were many unknowns prior launch because this was a novel product and that had no immediate competitor. It required a great amount of market research to discover how the product would be received at launch. I worked with a team to develop a strategy for the Bay Area. We identified targets, potential barriers and the product's strengths and weaknesses. We also developed a phased roll-out plan for training providers and key decision-makers on the appropriate use of the product. As a result, we had a successful launch and hit number 1 in the nation at the end of first quarter, and maintained this lead throughout the first year of launch.

*6. Describe any professional, social, political, volunteer, community activities, and/or causes in which you have been involved or that you have financially supported. If you do not have any activities to report, type N/A in the space provided.

Healthcare Businesswomen's Association (HBA) – Professional organization connecting women in the healthcare industry
PTA/PTO – OUSD elementary and middle school organization to support students – Treasurer and Fundraising committees, among other volunteer activities.
Sierra Club
Yosemite Club
CA Parks and Rec
Campaigned/Canvased for Oakland Mayor and District 6 City Council elections (supported, not as candidate)

Additional Information (Optional)
If there is any additional information that was not asked in the Supplemental Questionnaire that you believe would help the Screening Panel in making their nominations, you may enter that information here. Your response here is optional.

- Successful track record with over 16 years in device/pharma sales, cultivating solid relationships with KOL's, key customers, internal partners.
- Leadership roles through Launch Strategy Development, Field Training and Support, Team Lead for various initiatives.
- Presentations that effectively launch new products and increase sales revenue within highly competitive markets.
- Excellent communication, interpersonal, organizational and leadership skills.
- Approximately 20 years of corporate financial planning and analysis, developed budgets, forecasts and recovery plans.
- Strong analytical skills and experience with strategic planning.
- Extensive experience with MS Office suite, CRM and ERP including SalesForce, SAP, Oracle.

*Response required

*I understand that if selected as a Commissioner, I shall be ineligible, for a period of 10 years beginning from the date of appointment, to hold elective public office for the City of Oakland. Additionally, I shall be ineligible, for a period of four years beginning from the date of appointment, to hold appointive public office for the City of Oakland or Oakland Unified School Board, to serve as paid staff for or as a paid consultant to Oakland City Council, or any member of the City Council or Oakland School Board, to receive a non-competitively bid contract with the City of Oakland, or to register as a lobbyist. This four-year ban on having a paid consultancy or entering noncompetitively bid contracts applies to myself individually and all entities for which I am a controlling person. Please enter your initials below to confirm your understanding of these statements.

Initials:	MV

*I affirm, by entering my name in the space provided, that the statements contained in this application are true and correct to the best of my knowledge.

Name:	Mary S. Velasco

Response required