

OFFICE OF THE BOARD OF EDUCATION

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**OAKLAND UNIFIED
SCHOOL DISTRICT**

Community Schools, Thriving Students

BOARD OF EDUCATION 2020

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October 14, 2020

To: Board of Education

From: Jody London

Subj: Appointment – Gina Amos – Audit Committee

Legislative File ID No: 20-2061
Introduction Date: 10/14/2020
Enactment Number: 20-1530
Enactment Date: 10/14/2020 lf

ACTION REQUESTED

Ratification by the Board of Education of President of Board’s appointment of Gina Amos to the Audit Committee, effective October 15, 2020, for term ending January 31, 2022.

BACKGROUND/DISCUSSION

The duties of the Audit Committee, as defined by Board Bylaw 9131, is to recommend to Board selection of independent auditors, review and advised Board of Education on all audit findings regarding District Budget, Parcel Taxes and General Obligation Bonds, adequacy of financial controls, concerns and perform other duties enumerated in said Bylaw.

The Audit Committee is composed of five members, with staggered terms, appointed pursuant to membership criteria established by Board Bylaw 9131, with an individual’s terms of appointment limited to a maximum of three two-year consecutive terms or the fulfillment of unexpired terms thereof.

The appointment of Ms. Amos will bring the Committee to full membership of five (5) members.

I, pursuant to Board Bylaw 9131, hereby nominate Gina Amos, as a member of Audit Committee, and recommend ratification of her appointment.

JL:ER:lf

Attachment: Application: Gina Amos (Redacted In Part)

Jody London
President, Board of Education 10/14/2020

Kyla Johnson-Trammell
Secretary, Board of Education 10/14/2020

Profile

Gina
First Name

Amos
Last Name

mrsginaamos@gmail.com
Email Address

Which Boards would you like to apply for?

Audit Committee: Submitted

[Redacted]
Street Address

Suite or Apt

Oakland
City

CA
State

94605
Postal Code

Which Board of Education election district (1, 2, 3, 4, 5, 6, or 7) do you live in? *

District 6

Home: [Redacted]
Primary Phone

Home: _____
Alternate Phone

Cisco Systems
Employer

Marketing Manager
Job Title

GTM Marketing Strategy
Occupation

Employer's Street Address

[Redacted]

Employer's City

[Redacted]

Employer's State

[Redacted]

Employer's Zip

95134

Work Phone

Work Email

[Redacted]

Interests & Experiences

Please explain briefly your interest in serving on this Committee, Commission or Board:

I am a first time parent of a Kindergartener at Melrose Leadership Academy. I am incredibly passionate about the empowerment of the youth in Oakland. I am also keen on ensuring the proper policies are standardized and scaled within our growing community. I value the education available to us in Oakland and want to ensure our Board and leadership are continuously held to a high standard of operation. Whether it is financial records, internal accounting, or general operational duties - I believe the rules must be followed for the benefit of the children and the city. I have an extensive background managing massive programs and budgets upwards of \$20M+. I have the organizational and program management skills to seamlessly step into this role to support the team and our leadership.

Please indicate your other community involvement (work with public agencies, volunteering, other Committees, Commissions, Boards, groups, etc.):

Volunteer at Academia de Mi Abulea (my children's other school) Conexcion, LatinX Community within Cisco Systems Mentor via Hispanic Foundation of Silicon Valley Member of HITEC - Hispanic In Technology Executive Committee Member of Latinas in Tech Member of Techqueria


Upload a Resume

Question applies to multiple boards

Educational Background – e.g. college and/or university, degree/major, vocational and/or training, certificates, technical training, etc.

BA, Business Management from San Jose State University

Demographics

Choosing not to answer any of the questions in this section will not disqualify you from consideration or serving.

Ethnicity

Hispanic

Gender

Female

Socio-Economic Group

None Selected

Verification

Please indicate your agreement with the following statement

I have reviewed and understand the duties of the Commission or Committee for which I am submitting this application. I agree to perform said duties. I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

I Agree

Your application must be **completed and submitted on-line via this web form**. For assistance, if needed, or response to questions, please contact Edgar Rakestraw, Jr., Executive Assistant, Board of Education, Oakland Unified School District, 1000 Broadway, Suite 300, Oakland, CA 94607-4033 or 510/879-8658 or via email at Edgar.Rakestraw@ousd.org. Your application must be **submitted** by the applicable deadline, if any.

Note: This application and your responses are a Public record and subject to disclosure.

GINA AMOS

██████████
mrsginaamos@gmail.com

EXPERIENCE

Cisco Systems

Global Event Manager, CX Marketing

██████████
2019-present

- Created and launched CX Marketing's premiere Event in a Box platform
- Launched CX Roadshow featuring NTT
- Nominated and finalist for Marketing Impact Individual Contributor Innovation Award

Google

Event Marketing Manager, Google Cloud

██████████
2017 - 2019

- Executed over 100 Google events from concept to completion
- Registered 38K and oversaw over 31K attendees for Next 2019 with throughput of 30 sec
- Led registrations and outbound communications for Google Cloud Next, regularly update executive leadership, drive shared vision with internal and external partners
- Supervised multiple agencies and delivered strategy for all ancillary workstream leads for Next
- Managed 200+ paid event sponsors and logistics for Google Next 2018 garnering over \$10M
- Collaborated internally with Sales and Marketing to develop event strategy to drive leads and reach new and emerging markets
- Spearheaded all of Google Cloud's Partner events for Strategic Partners in 2017
- Managed a budget of \$2.5M and provided traceable ROI on all event programs
- Created Google Cloud event strategy for the Strategic Partner Program and analyzed data for future events - focused on lead generation, pipeline, and overall revenue
- Delivered Google Cloud's presence at Dreamforce 2017 and led onsite activations for Google including 5 booths, 6 product demos, 18 theater sessions, 2 executive meeting spaces, and garnered over 5K leads; managed a staff of 100+ onsite
- Executive producer, Machine Learning Competitions and Partner Summits

Global Event Marketing Manager, Android and Chrome for Work

2015 - 2017

- Oversaw global event marketing activities for Android and Chrome for Work Team, generating over \$8M in pipeline based on outbound marketing over 1.5 years
- Executed the lead generation and pipeline vision; strategy for all Field activities
- Produced and executed multi-city roadshow built to educate customers and prospects; collaborated with key partners such as HP, Intel, Citrix, Promevo, Lenovo, and CDW
- Extensive experience partnering with Sales team to develop strategy and track event metrics
- Incorporated data driven insights strategy in pre-planning stages and through post-event reporting
- Executed first ever Android for Work Developer Bootcamp in London for 200+ registrants
- Launched press events including the Dell Chromebook 11 and Hewlett Packard Chromebook 13, highlighted by Time, USA Today, Wired, and Forbes
- Filmed and delivered 20 Google device and vision videos leveraged globally for training and sales

Field and Event Marketing Manager, Enterprise Search

2012 - 2015

- Led NorthAm marketing for Google Commerce Search (GCS) and Google Search Appliance, generating \$5M in pipeline based on outbound marketing activities over 2 years
- Spearheaded 15 online campaigns for GSA, GCS within NorthAM focused on demand acquisition, nurture
- Delivered all NorthAm outbound communications, webinars/events and partner communications/activities for GCS and global content for GSA

Crimson Consulting

Program Manager, Interactive Services and Channel Marketing

Los Altos, CA

2006 - 2012

- Acted as community manager of social media properties for Microsoft, Cisco, and VMware; maintained strategy, promotions, and channel growth for branded platforms

GINA AMOS



mrsginaamos@gmail.com

- Conducted primary and secondary research, sentiment ranking and listening reports for strategic analysis; provided recommendations and next steps

EDUCATION

San Jose State University

Bachelor of Science, Business Administration and Management

San Jose, CA

June 2008