



**News from
Office of the Mayor**

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**Mayor Dellums Announces Appointment of City Administrator and
New Members of Executive Leadership Team**

Oakland, CA — Mayor Ron Dellums hosted a news conference today to introduce five new members of his Leadership Team, including: City Administrator, Assistant City Administrator, Public Safety Coordinator, Director of the Office of Public Private Partnership, and the Community and Economic Development Agency (CEDA) Director.

“With the appointment of a permanent City Administrator and other key executive team members, we can continue the range of reforms necessary to create a seamless executive branch and fully operationalize the Strong Mayor form of government,” said Mayor Dellums.

The new members of the Executive Leadership Team share the Mayor’s priorities--to realign city services public safety, economic development, workforce development, and collaborative partnerships. These efforts will improve the quality of life, leverage the resources necessary to sustain Oakland through the current economic downturn, and enable us to realize our vision of Oakland as the Model City.

“This team brings the experience and innovative thinking that will help us implement necessary reforms, tackle the challenges before us, and position Oakland as a vibrant, safe, healthy, and thriving city,” said Mayor Dellums.

Executive Leadership

Navigating the serious challenges facing Oakland during this time of unprecedented, worldwide financial uncertainty requires steady leadership and exceptional financial and managerial expertise. Mayor Dellums’ executive branch will be headed by a City Administrator and Assistant City Administrator with a breadth and depth of experience in senior management, public sector policy, government finance and economic development.

Mayor Dellums has selected **Dan Lindheim** as **City Administrator**. Mr. Lindheim's broad management experience, keen financial management skills, astute judgment, depth of policy background and commitment to the Mayor's reform agenda and Model City vision will be tremendous assets in guiding the Oakland City government forward.

Marianna Marysheva-Martinez has been appointed as **Assistant City Administrator**. Ms. Marysheva-Martinez brings exceptional expertise in government finance and management. Her skills in navigating organizations through financial challenges while staying focused on key priorities have been effectively demonstrated both in Oakland and other California communities.

Public Safety

In fiscal year 2007-2008, the City Council concurred with the Mayor that there was a need for a Cabinet-level leadership position in charge of all public safety programs and initiatives of the City. The role of the Public Safety Coordinator will be to coordinate the various services essential to public safety—police, fire, re-entry, violence prevention (Measure Y), neighborhood crime prevention and the Oaklanders Assistance Center—so that public safety services in Oakland are approached from a holistic, 360-degree perspective and delivered seamlessly to the community.

Mayor Dellums has appointed **Dorlista R. Reed** as the City's new **Public Safety Coordinator**. Ms. Reed brings 26 years of experience in public safety, and health and human services programs in local government. She was instrumental in developing the City of Berkeley's Neighborhood Services Initiative, a multi-disciplinary effort to enhance community partnerships, engage the community in a problem-solving dialogue, and achieve more efficient service delivery.

Community and Economic Development

Economic development is an essential component of the Mayor's public safety strategy. Under his administration, the priority of the Community and Economic Development Agency has shifted to focus on investing in the human capital essential to economic recovery: workforce development, business development and economic development. The administration has focused on the creation of meaningful economic opportunities for residents, especially in the burgeoning field of green tech jobs.

Walter Cohen, the new **Director of the Community and Economic Development Agency**, brings more than 30 years' experience in economic development, sustainable development, workforce development, business development, planning and redevelopment, with specific expertise in the public sector. Prior to forming his consulting firm, Mr. Cohn served in planning, redevelopment and economic development positions for cities in the Bay Area, including the City of Mountain View, the City of San Jose Redevelopment Agency, the City of Berkeley and the City of Emeryville.

Public-Private Partnerships

Like many cities in these challenging times, we have had to look beyond our own resources to meet Oakland's needs. Partnership is the key driver for meeting the comprehensive needs of all our residents. Through the Office of Public Private Partnership, we create strategic structures for collaboration and the ability to leverage the time, talents and dollars that businesses, nonprofits, philanthropy and state and federal government can bring to Oakland in building the Model City.

Theo Oliphant is the Mayor's choice for **Director of Public-Private Partnerships**. During his career, Mr. Oliphant has been actively engaged in multiple public-private partnerships aimed at changing communities and providing services to underserved populations. His legal, business, development, and philanthropic participation on local nonprofit boards and foundations will be an asset to the City of Oakland.

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