



**News from
Office of the Mayor**

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**Mayor Dellums Announces Four New Members of His
Finance and Management Team**

Oakland, CA — In keeping with his commitment to continue the range of reforms necessary to create a seamless executive branch, Mayor Ron Dellums announced today four key members of his Finance and Management Team. These include: Budget Director, Finance Director, Personnel Director and Parking Manager.

The staff changes announced today complement the five new members of Mayor Dellums' Leadership Team announced on January 29, including: City Administrator, Assistant City Administrator, Public Safety Coordinator, Community and Economic Development Agency (CEDA) Director and Director of the Office of Public Private Partnership.

"I am confident that the members of my new executive team are strong choices for the City. These changes will help our city move forward," said Mayor Dellums.

BUDGET, FINANCE & PERSONNEL LEADERSHIP

The City's organizational success in the next few years is going to be closely tied to its financial survival. To ensure the latter, the City's financial functions must be effective, efficient and accountable.

Cheryl L. Taylor is the City's new Budget Director. Ms. Taylor returns to Oakland after departing in 2006 after serving as an interim Budget Director; bringing with her years of experience in budgeting and finance. Since leaving Oakland, Ms. Taylor served as Finance Administrator for the San Francisco Housing Authority and Senior Finance Manager/Director for Kaiser Permanente. She holds a Bachelor of Arts degree from Stanford University and a Master of City Planning degree from the Massachusetts Institute of Technology, where she specialized in finance and economic development.

Joe Yew is the City's new Finance Director / City Treasurer. Mr. Yew is well known for his prior service to the City of Oakland as the Treasury Manager for over five years. Since leaving Oakland in 2004, Mr. Yew served as Vice President of the investment banking firm of E.J. De La Rosa & Co., and most recently as the Finance Director for

the San Francisco Public Utilities Commission. Mr. Yew's professional credentials also include roles as Assistant State Treasurer and Executive Director of the California Debt Limit Allocation Committee in the California State Treasurer's Office and Alternate Board Member on the California Public Employees Retirement System (CalPERS). Mr. Yew earned a Bachelor of Arts degree in economics from the University of California at Irvine and a Master of Business Administration degree from Carnegie Mellon University.

Wendell L. Pryor is the new Personnel Director. Mr. Pryor's professional credentials include tenure as Director of the Colorado Civil Rights Division; Executive Director of the Colorado Association of Public Employees; Human Resource Director for the City and County of San Francisco; Personnel Director for the cities of Aurora, Colorado and Riverside, California; Director of Personnel Operations and Acting Personnel Director for the Career Service Authority, City and County of Denver; Personnel Administrator for the Colorado Department of Labor and Employment; and Executive Director of the Boys and Girls Clubs of Chaffee County. Mr. Pryor is an adjunct professor at the University of Colorado Graduate School of Public Administration and Public Affairs. He was appointed by Governor Elect Ritter as Co-Chair of the Department of Personnel and Administration Transition Committee; has served on the State of Colorado Personnel Board and numerous Boards and Commissions in a volunteer capacity; was appointed by former Denver Mayor Pena to the Commission on the Disabled; served on the Commission on National and Community Service and New Century Colorado; and has been involved with numerous community organizations including the San Francisco branch of the NAACP. Mr. Pryor earned a law degree from the University of Denver, College of Law, an MPA from the University of Colorado, and a BA in Psychology from Western State College in Gunnison, Colorado.

PARKING OPERATIONS

Effective and efficient parking operations are essential to the delivery of services as well as the generation of necessary revenues for the City.

Noel Pinto is the City's new Parking Manager. Mr. Pinto returns to the City of Oakland, bringing able leadership and top knowledge of the inner workings of the parking industry. He started his career in the parking industry in 1981 at the Oakland International Airport and has more than 27 years of experience managing parking and transportation operations. Mr. Pinto served as the Manager of Parking Operations at the City of Oakland from 2000 to 2004, and during that time established new meter maintenance procedures to increase meter functionality and revenues, introduced the "daily scratch-off" residential parking permit program and reduced operating expenses through restructuring. During his tenure at the San Francisco International Airport since leaving Oakland, Mr. Pinto successfully converted an underutilized garage into a long-term parking facility, negotiated a \$5.9 million contract for a new parking access and revenue control system and increased revenues by \$3.3 million annually through audits and remedial actions. In his most recent position as the Director of Parking and Transportation for the University of California in Berkeley, Mr. Pinto reduced annual expenses by more than \$1.2 million through restructuring, introducing lien processes, increasing efficiency and reducing waste.