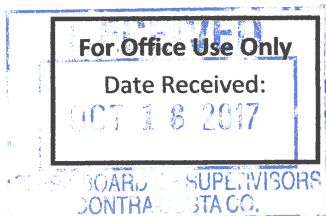




Contra
Costa
County



For Reviewers Use Only:
Accepted Rejected

BOARDS, COMMITTEES, AND COMMISSIONS APPLICATION

MAIL OR DELIVER TO:

Contra Costa County
CLERK OF THE BOARD
651 Pine Street, Rm. 106
Martinez, California 94553-1292

PLEASE TYPE OR PRINT IN INK

(Each Position Requires a Separate Application)

BOARD, COMMITTEE OR COMMISSION NAME AND SEAT TITLE YOU ARE APPLYING FOR:

Aviation Advisory Committee

At-Large Member

PRINT EXACT NAME OF BOARD, COMMITTEE, OR COMMISSION

PRINT EXACT SEAT NAME (if applicable)

1. **Name:** Yoder (Last Name) Marcus (First Name) Lawson (Middle Name)

2. **Address:** (No.) (Street) (Apt.) (City) (State) (Zip Code)

3. **Phones:** (Home No.) (Work No.) (Cell No.)

4. **Email Address:**

5. **EDUCATION:** Check appropriate box if you possess one of the following:

High School Diploma ☒ G.E.D. Certificate ☐ California High School Proficiency Certificate ☐

Give Highest Grade or Educational Level Achieved MBA

Names of colleges / universities attended	Course of Study / Major	Degree Awarded	Units Completed		Degree Type	Date Degree Awarded
			Semester	Quarter		
A) U. of Chicago - Booth School of Business	MBA - Finance & Marketing	Yes No <input checked="" type="checkbox"/> <input type="checkbox"/>			MBA	6/1997
B) U. of Tennessee - Knoxville	B.A. - Germand and Int'l Business	Yes No <input checked="" type="checkbox"/> <input type="checkbox"/>			B.A.	6/1992
C)		Yes No <input type="checkbox"/> <input type="checkbox"/>				
D) Other schools / training completed:	Course Studied	Hours Completed	Certificate Awarded:			
Fundacao Getulio Vargas - Sao Paulo, Brazil	Negotiations	18	Yes No <input checked="" type="checkbox"/> <input type="checkbox"/>			

6. PLEASE FILL OUT THE FOLLOWING SECTION COMPLETELY. List experience that relates to the qualifications needed to serve on the local appointive body. Begin with your most recent experience. A resume or other supporting documentation may be attached but it may not be used as a substitute for completing this section.

<p>A) Dates (Month, Day, Year) <u>From</u> <u>To</u> <div>9/2014</div> <div>Present</div> Total: <u>Yrs.</u> <u>Mos.</u> <div>3</div> <div>1</div> Hrs. per week <div>40+</div> . Volunteer <input type="checkbox"/></p>	<p>Title <div>Vice President, Business Development</div> Employer's Name and Address <div>Gamblit Gaming, Inc. 700 N. Central Ave Glendale, CA 91203</div></p>	<p>Duties Performed <div>Responsible for driving my company's business growth through developing positive relationships with government regulators, tribal organizations, and casino operators.</div></p>
<p>B) Dates (Month, Day, Year) <u>From</u> <u>To</u> <div>2/2005</div> <div>9/2014</div> Total: <u>Yrs.</u> <u>Mos.</u> <div>9</div> <div>7</div> Hrs. per week <div>5-40</div> . Volunteer <input type="checkbox"/></p>	<p>Title <div>Principal</div> Employer's Name and Address <div>Accelarus, LLC 710 Crossbrook Dr. Moraga, CA 94556</div> <div>(and previous in Bay Area)</div></p>	<p>Duties Performed <div>Independent consultant providing advice on corporate strategy, market development, and sales.</div></p>
<p>C) Dates (Month, Day, Year) <u>From</u> <u>To</u> <div>1/2010</div> <div>1/2014</div> Total: <u>Yrs.</u> <u>Mos.</u> <div>4</div> <div>0</div> Hrs. per week <div>40+</div> . Volunteer <input type="checkbox"/></p>	<p>Title <div>Executive Director, Sales & Business Dev.</div> Employer's Name and Address <div>IGT, Inc. 405 Howard St. San Francisco, CA 94105</div></p>	<p>Duties Performed <div>Developing online strategy and execution mechanics for IGT's global casino gaming business</div></p>
<p>D) Dates (Month, Day, Year) <u>From</u> <u>To</u> <div>9/2005</div> <div>7/2010</div> Total: <u>Yrs.</u> <u>Mos.</u> <div>4</div> <div>10</div> Hrs. per week <div>40+</div> . Volunteer <input type="checkbox"/></p>	<p>Title <div>Co-founder / COO / SVP Operations</div> Employer's Name and Address <div>Veeker, Inc. 460 Bryant St. San Francisco, CA 94107</div></p>	<p>Duties Performed <div>Executed all business development and sales functions, as well as corporate finance and treasury duties.</div></p>

7. How did you learn about this vacancy?

☐ CCC Homepage ☐ Walk-In ☐ Newspaper Advertisement ☐ District Supervisor ☒ Other NextDoor - Corliss

8. Do you have a Familial or Financial Relationship with a member of the Board of Supervisors? (Please see Board Resolution no. 2011/55, attached): No ☒ Yes ☐

If Yes, please identify the nature of the relationship:

9. Do you have any financial relationships with the County such as grants, contracts, or other economic relations?

No ☒ Yes ☐

If Yes, please identify the nature of the relationship:

I CERTIFY that the statements made by me in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith. I acknowledge and understand that all information in this application is publically accessible. I understand and agree that misstatements / omissions of material fact may cause forfeiture of my rights to serve on a Board, Committee, or Commission in Contra Costa County.

Sign Name:



Date:

10/11/17

Important Information

1. This application is a public document and is subject to the California Public Records Act (CA Gov. Code §6250-6270).
2. Send the completed paper application to the Office of the Clerk of the Board at: **651 Pine Street, Room 106, Martinez, CA 94553.**
3. A résumé or other relevant information may be submitted with this application.
4. All members are required to take the following training: 1) The Brown Act, 2) The Better Government Ordinance, and 3) Ethics Training.
5. Members of boards, commissions, and committees may be required to: 1) file a Statement of Economic Interest Form also known as a Form 700, and 2) complete the State Ethics Training Course as required by AB 1234.
6. Advisory body meetings may be held in various locations and some locations may not be accessible by public transportation.
7. Meeting dates and times are subject to change and may occur up to two days per month.
8. Some boards, committees, or commissions may assign members to subcommittees or work groups which may require an additional commitment of time.

**THE BOARD OF SUPERVISORS OF CONTRA COSTA COUNTY, CALIFORNIA and for
Special Districts, Agencies and Authorities Governed by the Board Adopted Resolution
no. 2011/55 on 2/08/2011 as follows:**

IN THE MATTER OF ADOPTING A POLICY MAKING FAMILY MEMBERS OF THE BOARD OF SUPERVISORS INELIGIBLE FOR APPOINTMENT TO BOARDS, COMMITTEES OR COMMISSIONS FOR WHICH THE BOARD OF SUPERVISORS IS THE APPOINTING AUTHORITY

WHEREAS the Board of Supervisors wishes to avoid the reality or appearance of improper influence or favoritism;

NOW, THEREFORE, BE IT RESOLVED THAT the following policy is hereby adopted:

- I. SCOPE: This policy applies to appointments to any seats on boards, committees or commissions for which the Contra Costa County Board of Supervisors is the appointing authority.
- II. POLICY: A person will not be eligible for appointment if he/she is related to a Board of Supervisors' Member in any of the following relationships:
 1. Mother, father, son, and daughter;
 2. Brother, sister, grandmother, grandfather, grandson, and granddaughter;
 3. Great-grandfather, great-grandmother, aunt, uncle, nephew, niece, great-grandson, and great-granddaughter;
 4. First cousin;
 5. Husband, wife, father-in-law, mother-in-law, son-in-law, daughter-in-law, stepson, and stepdaughter;
 6. Sister-in-law (brother's spouse or spouse's sister), brother-in-law (sister's spouse or spouse's brother), spouse's grandmother, spouse's grandfather, spouse's granddaughter, and spouse's grandson;
 7. Registered domestic partner, pursuant to California Family Code section 297.
 8. The relatives, as defined in 5 and 6 above, for a registered domestic partner.
 9. Any person with whom a Board Member shares a financial interest as defined in the Political Reform Act (Gov't Code §87103, Financial Interest), such as a business partner or business associate.

MARCUS L. YODER

Target Roles: **Senior Executive Leadership: CEO | COO | CMO**

Executive-level experience including COO and co-founder of social media startup; vice president level sales roles for software companies; and senior manager for Big Four consulting firm. Expertise in leading companies into new global markets. Highly customer-focused as a senior business strategist—driving corporate revenue, building strategic alliances, innovating marketing and product campaigns, and negotiation/diplomacy with government entities and key stakeholders.

- Multinational Operations | New Market Entry | Customer Engagement
- Global Product Launches | Long-Term Growth Strategies | Manufacturing
- Government & Investor Relations | Social Media Expert | Medical Device and Pharmaceutical
- Languages: Fluent in German. Basic Proficiency in Brazilian Portuguese

Professional Experience

GAMBLIT GAMING, LLC (San Francisco & Glendale, CA) 2014 to Present

Vice President. Responsible for all outbound, customer and partner facing sales and business development:

- **Operator Sales:** Closed multi-year, multi-product, multi-property agreements with the top five major national operators including the publicly announced agreements with Caesars and MGM. Secured pricing above the market average for deals between gaming equipment providers and casino operators.
- **Distributorships:** Set up distributor agreements in Canada, California, and Oklahoma, which will cover over 140 casinos in these jurisdictions.
- **Major Electronic Game Manufacturers (EGM):** Managed partnership discussion and processes with each of the major EGM suppliers. Coordinated with our CEO, Finance, Product, Compliance, and Operations to move through each stage gate to determine mode and form of any financially viable partnerships.

INTERNATIONAL GAME TECHNOLOGY (IGT), INC. (San Francisco, CA) 2010 to 2014

Executive Director, IGT Interactive. Drive sales and global business development for **\$154-million online division** of \$2.1-billion industry leader. Collaborate with **internal CXO team** and customer leadership, compliance and government relations, partner sales force, product management, and R&D.

Captured over 250% ROI and operating margin of 69% through investments of \$8+ million in capital and operating expenditures. Opened online casino markets in Canada, Mexico, and USA.

- **New Jersey:** Opened US legal online gaming market as **C-level functional role** directing 8 area leads (167 total team) including account management, engineering, marketing, professional services, and global operations.
 - * Won executive endorsement of **\$1.5 million** investment into NJ market (**5.5 million** customer potential) and led business development and government relations for 2 years paving way for legalization of online gaming in NJ.
 - * Secured premium-pricing content deals with all online operators, delivering **100% market coverage** in NJ—a market estimated at **\$310 million** in the first year.
- **Mexico:** Opened **Mexico's first legal online gaming site**, teaming with IGT's internal leadership and market partner, the chief casino operator for all of Latin America.
- **Canada:** Directed opening of new online market securing **\$3.6 million** in revenue over 2 years. Led entire team through planning and execution phases. Managed communications with all stakeholders including government entities.
- **DoubleDown Interactive (DDI):** Secured **53 unique partner customers** in 8 months via IGT's **\$500 million acquisition** of DDI; partnered with DDI management on all components of this social casino partnership program.
- **International Executive Education:** Presented on business topics including capital markets at **Instituto de Empresa (IE)** rated by Forbes and WSJ as one of the top 10 business schools worldwide and best in Spain. (Madrid, Spain)

KALYPSO, LLC (Beachwood, OH & San Francisco, CA) 2008 to 2010

Senior Manager. Served on 10-person senior leadership team. Advised top client executives on product strategy, product lifecycle management, and product introduction execution. Enhanced clients' product innovation and development processes through specialized social media program SPIKE! (Social Product Innovation Kalypso Execution).

- **Genzyme:** Delivered framework for Genzyme to incorporate social media into its global launch of Alemtuzumab, a breakthrough treatment for multiple sclerosis with **predicted revenues of \$1 billion**.
- **Marvel Comics:** Transformed Marvel's book development process through project lifecycle management tools. Built executive consensus on a **never-tried-before strategy** that proved highly productive.
- **Medtronic:** Guided company in implementing product development improvements upgrading low-performing solution to one with high **cost savings potential and compliance assurance**.

VEEKER CORP. (San Francisco, CA & Beijing, China) 2005 to 2008

Co-founder & COO. Led full range of C-level oversight in business development, finance, treasury, legal, HR, and corporate management. Managed team of 18. **Raised \$3.2 million from Angel Investors** and venture capital firms—turning Veeker from an idea into a reality.

- **Led launch of innovative recording artist tool** (embraced by SonyBMG and others) that drove customer engagement through content sharing via mobile phones, webcams, and email.
- **Acquired Chinese mobile development company** as a wholly foreign-owned enterprise (WFOE); co-negotiated with CEO on major asset purchase agreement. Managed subsequent sale of WFOE for profit of approximately **\$250,000**.
- **Formed dynamic B2B partnerships** centered on Veeker technology to build **customer engagement via social media**. For example, MTV created buzz for *Run's House* and *Scarred*. Sony generated excitement around global launch of *Spiderman 3*.

AGILE SOFTWARE, INC. (San Jose, CA) 2002 to 2005

Director, Industry Marketing (2005)

Director, Life Sciences Industry (2002 to 2004)

Directed marketing, lead generation, and analyst/press relations. Served as general manager over Life Sciences Industry on strategy direction, team development, marketing execution, sales engagement, and solution development. Wrote 10+ published white papers. Led 2 separate robust customer programs.

- **Doubled license revenue in 2 years:** Frost & Sullivan 2004 market analysis designated Agile as a PLM market leader in Life Sciences.
- **Managed \$1.5+ million** in discretionary marketing spend for Industry Marketing and **\$500,000** for Life Sciences.
- **Served as liaison to FDA**, UK Ministry of Health, AdvaMed, Medical Alley, and PhRMA.
- **Managed and led the Agility User Group Conference** with 3,000 attendees.
- **Key strategist in bringing \$2 million** in additional sales to medical device industry.
 - * **Chief visionary/architect behind AgileMD**—company's first vertical solution specific to medical device industry.
 - * Liaised with FDA to explain how AgileMD solution would help FDA-regulated companies in maintaining compliance.

OBLIX INC., (San Jose, CA) 1999 to 2001

Director, Business Development. Structured, negotiated, and executed all business and alliance agreements. Developed channel partners in Europe, Mexico, Australia, and New Zealand. Managed ISV relationships including Siebel, Epicentric, BMC, and Microsoft.

- **Generated \$9.2+ million in sales—equaling 35% total corporate revenue** through building global partner program.
 - * This program landed KPMG, Deloitte & Touche, and PriceWaterhouseCoopers as Oblix brand champions in their IT consulting.

- **Charted KPMG's negotiation strategy** and execution in closing **\$1.7 million contract** with large medical device manufacturer, a significant B2B partnership for the Big Four.
- **Developed dynamic industry vertical solution** that facilitated HIPAA and FDA compliance for Healthcare Services and Life Sciences companies.

PRICEWATERHOUSECOOPERS (PWC) (Chicago, IL & San Francisco, CA) 1997 to 1999

Principal Consultant. Led strategy and operations in full-scope client engagements. Solved complex challenges including supply chain management, demand planning, and global market strategy. Led team to develop cross-services strategy for PwC global Consumer Packaged Goods practice. Fostered professional development of junior staff—many now senior-level consultants.

- **Performed strategic analysis to secure \$1 million** supply chain assessment project with \$4 billion consumer electronics manufacturer. Guided client through all stages of strategy building and tactical execution.
- **Led team of 40** to implement large-scale **supply chain optimization** and change management project for \$4 billion disk drive manufacturer. Trained, mentored, and evaluated team performance on multiple engagements.
- Oversaw implementation of **\$8.3 million** supply chain management improvement project for \$4 billion consumer electronics manufacturer. Steered diverse teams of consultants in all project phases.
- **Interviewed C-level executives** of Fortune 100s to put in motion the go-to-market approach for PwC, as well as develop long-term relationships for future engagements.

Additional Consulting

ACCELARUS, LLC. Founded own consulting firm in 2005, advising on corporate strategy development, corporate and fiscal planning, corporate and business alliance development, market assessment and entry strategy, and marketing planning and execution. **Client Case Study.** Delivered robust market entry strategy of PLM solution for Conformia geared to pharmaceutical industry that increased brand and valuation for Conformia's eventual acquisition by Oracle.

Early Experience

Buckman Laboratories, Inc. (Memphis, TN) — **Knowledge Transfer Specialist** (1993 to 1995)
Vetter GmbH (Ransbach-Baumbach, Germany) — **Export Manager** (1992 to 1993)

Education

International MBA, Finance and Marketing, University of Chicago, Booth School of Business, 1997
Executive MBA, Fundação Getúlio Vargas, São Paulo, Brazil, 1996
BA, German & International Management, *summa cum laude*, University of Tennessee, 1992

Memberships

Member of IvyExec Mentor Board (2012 to Present) — Coached professionals in this business social network.

Marcus Yoder

Clerk of the Board of Supervisors, Room 106,
County Administration Building,
651 Pine Street, Martinez, CA 94553

October 11, 2017

Dear Madam or Sir,

With this set of documents, I would like to submit my application to become the next At-Large Member of the Aviation Advisory Committee of Contra Costa County (CCC).

I moved to CCC in December of 2014, after 14, years on the peninsula, when I combined two households, to establish a new home for the five of us here in Contra Cost County.

I am applying for this position as I see the great potential for CCC to continue to absorb the growth demands of the greater Bay Area, and thrive. In order to enable this, one of the factors will be easy access to air travel. While the Bay Area has two international airports to service long-haul travel, what the county needs is greater availability and options for short-haul flights both within the state and with neighboring states.

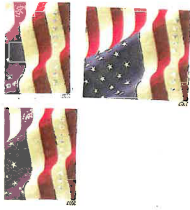
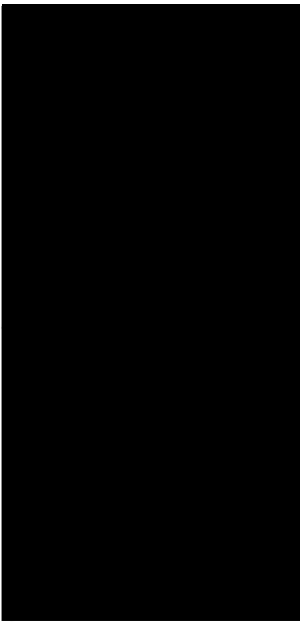
I have been in technology for the past 25, years and travel extensively. I have been a United Global Services customer for many years, and am currently a Southwest A-List Preferred member. More importantly, I am an early customer of JetSuiteX, which operates out of Buchanan Field. As I confer with industry executives and burgeoning air transport services entrepreneurs, I see a great opportunity for employees at all levels of CCC companies to take advantage of local air travel access points. I would provide a business viewpoint to the options laid before the Aviation Advisory Committee to the benefit of Contra Costa County.

I respectfully request the opportunity to serve.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Marcus Yoder', with a long, sweeping horizontal line extending to the right.

Marcus Yoder



Clerk of the Board of
Supervisors, Room 106
County Administration Bldg.
651 Pine Street
Martinez, CA 94553

