
1116 Telfer Avenue
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SUSAN BARNES

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MANAGEMENT PROFILE

Energetic, can-do manager and team leader with a consistent record of leveraging resources, people, and opportunities to maximize return on investment (ROI) and achieve critical organizational objectives. Extensive program and project leadership, cross-functional team-building, budget management, internal/external communications direction, and stakeholder management in large and diverse organizations.

Core strengths and contributions include the following:

- Successful relationship building with businesses and community organizations to achieve substantial revenue retention in a difficult economy.
 - Creative and resourceful problem-solving to assist businesses and achieve organizational goals, including solutions to difficult issues affecting businesses and government agencies.
 - Strategic planning resulting in policies and practices that maximize resources and facilitate sound public policy.
 - High-level relationship building including leadership and participation in community, business, regional, and state groups to drive key initiatives and build strategic partnerships.
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PROFESSIONAL EXPERIENCE

Susan Barnes Consulting

2010-

Present

Principal

Overview: Provision of economic development consulting services to municipalities. Assisted in the development of economic development action plan, creative business solutions, Business Improvement District formations and business attraction, retention and liaison services.

Oakland Metropolitan Chamber of Commerce

2010-2011

Economic Development Director

Overview: Report to Chamber CEO. Responsible for the delivery of a broad array of business programs and advocacy to Chamber members.

City of Palo Alto, Palo Alto, CA

1998-2010

(Municipal government entity with 1,000 employees; home to Stanford University and well-known companies such as FaceBook, Tesla, and TIBCO)

Economic Development/Redevelopment Manager

Overview: Report to the Director of Planning and Community Development. Supervise one employee, interns, and temporary staff. Assist the City Manager and Assistant City Manager by representing the City to diverse local and regional groups.

Manage operations for Economic Development (ED) and Redevelopment (RDA). Serve as main contact to assist 400+ small-to-large businesses. Perform key staff role for Destination Palo Alto, including external communications and event coordination, such as Stanford Stadium re-opening and 2009 Senior Games. Coordinate with other agencies and organizations on regional issues. Provide data analysis, including economic trends, to internal departments and business groups.

Key Actions and Accomplishments:

- Initiated and directed completion of a multi-retail business district analysis, with strategic recommendations that led to formation of a Downtown Business Improvement District. The district generates \$100,000+ in annual revenue, which is leveraged by private funds to provide marketing, events, and other assistance to downtown businesses.

- Spearheaded creation and execution of a program to retain auto dealership sales tax revenue comprising 1/5 of the general revenue by convincing dealership management to remain in Palo Alto rather than moving to lower-cost cities nearby.
- Played a leadership role in the pilot program and transition of Destination Palo Alto from a city-funded effort to inclusion in a regional Tourism Business Improvement District.
- Provided a sound basis for ED and RDA operations by developing a comprehensive communications strategy, with milestones to track and measure progress towards goals.

City of San Jose, Office of Economic Development, San Jose, CA 1991–1998

(Third-largest city in California, with 5,000 employees; home to corporate headquarters of major companies such as eBay, Cisco Systems and Adobe Systems)

Economic Development Officer, Employment & Small Business Programs

Overview: Reported to the Assistant Director. Supervised two interns and provided oversight of multiple contract staff. Recruited to develop hands-on programs to assist businesses with their operating needs and to retain the businesses and the revenue they generated within the city.

Directed employment and small-business programs provided by the City. Provided site-location assistance and outreach to businesses considering San Jose as a location. Managed a \$4 million Development Enhancement Loan Fund and financial oversight of a Revolving Loan Fund (RLF), including the RLF Loan Advisory Board and funding of approved loan applications. Managed and marketed the City's Enterprise Zone, including expansion, legislative liaison, and business outreach.

Key Actions and Accomplishments:

- Collaborated with other agencies as president of the California Association of Enterprise Zones (CAEZ) to strengthen the Enterprise Zone program by supporting the passage of three enterprise zone bills in the state legislature.
- Initiated and funded the San Jose Entrepreneurship Training Program and managed its ongoing funding acquisition and proposal preparation.
- Increased bidding accessibility for local businesses by initiating an online Bid Hotline in partnership with the General Services Department.

Previous Experience Summary:

City of Hayward, Economic Development Specialist, Hayward, CA

Prevention Resource Center Director, Rapid City, SD; managed 2 employees

Governor's Minority Business Development Office, State of South Dakota, Pierre, SD; managed 8 employees

Ashby, Armstrong & Company, Program Management Center Director, Rapid City, SD; managed 3 employees

South Dakota State Social Services Director, Eagle Butte, SD; managed 20-24 employees

EDUCATION

Master's Degree and Bachelor's Degree, University of California, Berkeley, CA

PROFESSIONAL AFFILIATIONS & COMMUNITY INVOLVEMENT

Professional Affiliations and Offices

Member, Small Business Development Center Advisory Board
Past Co-Chair, Joint Venture Silicon Valley Economic Development Alliance
Past Steering Committee Member, Joint Venture Silicon Valley Smart Permit
Past Secretary, Silicon Valley Private Industry Council
Past President, California Association of Enterprise Zones
Past Board Member, Northern California Community Loan Fund
Past Board Member, Resource Area for Teachers (RAFT)
Past Board Member, Bank of America Social Policy Advisory Board

Community Involvement

Member, Joint Venture Silicon Valley Internet Tax Policy Committee
Member, Joint Venture Silicon Valley Economic Development Alliance
Graduate, Leadership Mid-Peninsula
Graduate, Community Leadership San Jose
Member, Major's Ad Hoc Committee on Palo Alto's Economic Base
Board member, Palo Alto Community Federal Credit Union
Board member, Palo Alto Historical Society