

# The City of San Leandro, California



*invites you to apply for*

## Chief Innovation Officer

This newly-created position of Chief Innovation Officer (CIO) is responsible for developing and pursuing new revenue-generating business relationships with targeted firms, identifying and securing additional business opportunities among existing clients, and fostering relationships with both. The CIO reports directly to the City Manager. The incumbent will develop, implement, and coordinate the potential for sustainable innovation by defining community/region-wide opportunities and ideas; evaluate, develop and present comprehensive programs to secure business growth and modernization in San Leandro; and provide economic development support from concept through completion.

The objective of this position is to attract and retain private-sector business interests in the City, thereby establishing collaboration between the businesses, local government, non-profits and the nearby educational community. The collaboration will in turn promote innovation and stimulate job creation and alternative revenue streams. The City's vision is to implement a long-range strategy to bring new businesses to San Leandro and create jobs while enhancing the quality of life for the City's citizens.

**Responsibilities** include: planning, organizing and implementing a City program which supports City Council goals related to technology-based business development opportunities; developing policies, plans, projects and programs to utilize, enhance and market the City's *Lit San Leandro* initiative in partnership with the private sector; and driving technology-based economic development in the City of San Leandro.

**Essential functions** include: establishing and maintaining outreach, communication and cooperative relationships with business leaders, potential developers, private, public and non-profit agencies, educational institutions, business and community groups, and the general public to promote and coordinate with the City's information technology development program; meeting with a variety of individuals and organizations to provide information, enlist support; resolve issues, and plan and coordinate programs and activities; marketing, recruiting and helping to retain businesses to sustain economic diversity and growth; formulating, planning and executing development projects and business attraction and retention strategies; developing and pursuing new revenue-generating business relationships with targeted firms, as well as identifying and securing additional business opportunities within San Leandro's borders through prospecting and networking; defining business and marketing strategies according to the regional climate and market, and in line with City of San Leandro business guidelines; establishing and fostering key relationships with new and existing customers.

The ideal candidate will possess a unique blend of business and technical savvy, a big-picture vision, and the drive to make that vision a reality. S/he will be a self-starter with a desire to excel at creating a large pipeline of business in a short period of time, will enjoy spending time in the market to understand its trends, and find innovative solutions to bring new business into the San Leandro market.

This position requires a Bachelor's degree from an accredited college or university in the areas of engineering, information technology, business, economics or a closely-related field. Five years of progressively-responsible management-level experience is required in marketing, communication/information technology, business operations, and enhancing economic development, which includes at least three years of related marketing or business development experience.

A combination of increasingly responsible experience and education that would provide the knowledge, skills and abilities stated above will qualify.

In addition, the ideal candidate will possess:

- A strong awareness of technology trends and potential influences on the San Leandro market;
- Strong collaborative skills and experience to bring together diverse views;
- Excellent listening, oral and written communication/presentation skills with a strong ability to influence people at all levels and in various fields and functional levels;
- A proven track record in infrastructure or software business and knowledge of related technologies;
- Advanced knowledge of technical details of market business and related products;
- Strong prospecting, networking and business development skills;
- Self-motivation to be a team player with strong negotiation and presentation skills;
- Ability to communicate effectively with residents, businesses, customers and colleagues across all levels of the organization.

## Compensation & Benefits

The salary for this outstanding career opportunity, based on the experience and qualifications of the selected candidate, is \$9,017 to \$10,961. San Leandro's current benefit package includes:

- Eighty hours of management incentive pay per year on a pro-rata basis;
- A 7% City-paid member contribution to the California Public Employees' Retirement System (CALPERS)-2% @ 55 plan with average highest salary over 36 months final compensation--except that a portion of that contribution may be employee-paid during the first three years of employment (credit is given for prior CalPERS agency service);
- In 2012, maximum City-paid contribution of \$1,661 per month toward family medical coverage in a cafeteria benefits plan which provides a choice of CalPERS medical provider options, a PPO dental plan with a maximum City-paid contribution of \$159 toward family coverage, and buy-up options; and voluntary medical- and dependent-care flexible spending accounts;
- Life and AD&D, and long-term disability insurance with an option to purchase increased coverage;
- Voluntary deferred compensation plans, vision care and short-term disability insurance are available;
- Generous vacation and sick leave accrual;
- Flexible working hours;
- Participation in Social Security and Medicare programs.

## Application & Selection Process

The City of San Leandro has reopened the Chief Innovation Officer recruitment. To be considered for this opportunity, please forward (via e-mail) a cover letter, detailed resume, and responses to the required supplemental questionnaire by the final filing date of **5:00 p.m., Tuesday, December 11, 2012, to [CIOJob@sanleandro.org](mailto:CIOJob@sanleandro.org)**. Incomplete application materials may not be considered.

**Finalist Interview Process: December 18-19, 2012**

These dates have been confirmed. It is highly recommended that you plan your calendar accordingly.

## The Community

A diverse community of nearly 85,000 residents, San Leandro maintains a safe, small-town feel, while offering a wide range of shopping, dining, recreation amenities, miles of shoreline, and easy access to nearby regional parks and nature areas.

Located in the center of the San Francisco Bay Area, San Leandro enjoys close proximity to Silicon Valley, San Francisco, world-renowned universities, the Oakland International Airport and the Port of Oakland, and is served by two major freeways and two BART stations.

Through a public-private partnership known as *Lit San Leandro*, an eleven-mile fiber optic loop is under construction in the City's large industrial and commercial zone. *Lit San Leandro* will enable a new set of businesses to leverage San Leandro's assets and become industry leaders in the data revolution. San Leandro is the headquarters of, or has distribution or manufacturing facilities for, several leading national and international companies including OSISOFT, Ghirardelli Chocolate Company, Coca-Cola, Otis Spunkmeyer, and Tri-net. Construction of a Kaiser Hospital and Medical Center is nearing completion, which will provide 2,500 jobs when open.

Residents are proud of their neighborhoods and their City, which is reflected by their active participation in numerous neighborhood and homeowner's associations. Collaboration and trust between residents and the City have been the key to keeping San Leandro safe, clean and an excellent place to live, work and do business.

The City and its residents are particularly proud of the shoreline recreational area--a destination spot that features two nationally-acclaimed municipal golf courses with a full service clubhouse and an all-weather practice facility; a 131-room hotel; two excellent restaurants overlooking San Francisco Bay; and a sheltered sailing lagoon and marina.

We invite you to learn more about San Leandro by visiting our web site at [www.sanleandro.org](http://www.sanleandro.org).

## City Government

San Leandro is a charter city, founded in 1872, with a Mayor/Council-Manager form of government.

San Leandro takes great pride in its reputation as being an energetic and well-managed city. Like other California cities, it is dealing with fiscal challenges that necessitated staffing and organizational changes. With a total General Fund budget of \$75 million and 330 full-time employees, the City provides the full range of municipal services. The City works closely with local businesses and the San Leandro Chamber of Commerce to promote San Leandro as a world class business location.

*The City of San Leandro is an Equal Opportunity Employer*

**CITY OF SAN LEANDRO**  
**SUPPLEMENTAL QUESTIONNAIRE**  
**FOR**  
**CHIEF INNOVATION OFFICER**

1. Describe why you want to work for the City of San Leandro and what particular skills and abilities you would bring to the position of San Leandro's Chief Innovation Officer.
2. What motivated you to apply for the position of Chief Innovation Officer? And why do you believe you will succeed in the position?
3. Einstein once defined innovation as, "as simple as possible and no simpler." What is your definition of true innovation? Please provide examples.
4. From what you know about the City of San Leandro and its infrastructure, what would be your strategy for attracting businesses to the community?