

ANDREW (ANDY) WILSON

Pasadena, CA

career summary

Highly experienced executive leader with unique combination of expertise across public, private and not for profit sectors. Strong track record of applying innovative and entrepreneurial approaches to deliver compelling impact. Hands-on experience with large enterprises, numerous startups, academia, municipal/public entities and a myriad of not for profit entities. Excellent combination of strategic planning, financial management and frontline execution. Adroit collaborator and proven coalition builder across diverse stakeholder groups committed to collective impact.

experience

- 1/18 – Current THE ALLIANCE FOR SOUTHERN CALIFORNIA INNOVATION Los Angeles, CA**
The Alliance (www.alliancesocal.org) is a leading not for profit that seeks to supercharge SoCal's regional innovation ecosystem by acting as a strategic super-connector across leading research institutions, marquis corporations, venture capital firms, complementary community partners and diverse entrepreneurial populations.
- 1/18 – Current CEO/Founding Executive Director.** Lead & oversee all strategic, fundraising, and operational aspects of a new regional not for profit focused on innovation, technology & entrepreneurship across Southern California (Santa Barbara to San Diego). Key priorities are more breakthrough products, startups & ultimately more high-quality jobs.
- Lead program strategy including top leader forums, technology showcases & demo-days (~60 events/year).
 - Raise & manage annual operating budget of ~\$1.5mm & oversee program, events & core operating staff of 8+.
 - Developed marquis capital access program for region's most talented entrepreneurs delivering ~\$100m of funding and more recently raised the SoCal Catalyst Fund that exclusively co-invests behind institutional lead VC funds.
 - Build-out board of director and regional consortium of more than 120 institutions & 1,500 innovation leaders.
 - Define strategic annual operating plan & engaged and leverage our board of directors and advisory boards.
 - Develop and nurture communities of practice across diverse stakeholder groups including top academic institutions (R1s & research institutes), venture capital firms & leading corporation that prioritize innovation.
 - Work with prominent innovation /economic development leaders across SoCal to share best practices & coalesce into an integrated network of innovation nodes that share a common mission to further energize SoCal.
- 6/15 – 12/22 THE CITY OF PASADENA Pasadena, CA**
The City of Pasadena is a full-service city of ~145,000 residents and an annual operating budget of ~\$1Bn and 2,200 employees. I initially served on a number of commissions as a volunteer (convention center, planning commission, design commission) and more recently as a part-time elected representative (~15 hrs/week).
- 6/15 – 12/22 City Councilmember District 7 & Vice Mayor.** Initially appointed a councilmember in June of 2015 and then elected in April of 2017. Served 2 years as Vice Mayor. Represented the 20,000+ residents of District 7 which includes Caltech, Pasadena City College, Polytechnic School, Kaiser Med School, the Langham Hotel, South Lake & Playhouse Business Districts. Champion for economic development, active transportation/complete streets, historic preservation, affordable housing & addressing climate change.
- One of 7 city councilmembers (plus a Mayor) responsible for the leadership of Pasadena.
 - Crafted and balanced ~\$1Bn annual budget including ~\$100mm annual capital improvement program.
 - Set policy and laws for the City to ensure equity and quality of life for all residents.
 - Key advocate for "civic innovation" and the adoption of innovative policies & technologies to better our City.
 - Chair the Municipal Services Committee which is responsible for Pasadena's \$300+m power and water utility.
 - Serve on Education & Technology Committee which champions economic development & housing.
 - Serve on Finance Committee which oversees \$1Bn+ budget, municipal finance and risk management.
 - Represent Pasadena in Metro regional JPA (joint powers authority) looking to coordinate transit investments
 - Core member of LA County's digital divide taskforce looking to enhance participation in the digital economy.
- 11/03 – 11/18 MOMENTUM VENTURE MANAGEMENT, LLC Pasadena, CA**
A high-tech business accelerator and seed fund focused on providing interim executive leadership to early-stage SoCal frontier technology companies that are moving from lab to market. Actively led more than 15 companies through final stages of product validation and commercial launch resulting in more than \$30mm of follow-on venture financing.
- 11/03 – 11/18 Managing Director/Founder.** Founded and led the Momentum team (5 professionals) the firm including financial management (\$1mm annual operating budget) and resource allocation. Personally, led engagements and provided interim leadership to portfolio companies including developing business plans, licensing technology and accelerating new ventures by providing strategic, operational and go-to-market leadership.
- Conceptualized Momentum's innovative business model, recruited the core team and led the sourcing of ~\$1.5mm of start-up capital into general partnership (GP) and two seed investment funds.
 - Accelerated >15 early stage companies focused on analytics/sustainability through the Momentum venture acceleration platform including sourcing follow-on funding from leading NorCal & SoCal VC's.
 - Played active role across portfolio companies in securing "light house" accounts and establishing strategic/channel partnerships in order to accelerate revenue realization and achieve market validation.
 - Established Momentum as a leader in the SoCal entrepreneurial ecosystem through participation in venture panels, start-up/coder weekends, start-up speed dating, fast pitch contests, business plan competitions.

- 10/10 – 12/15 REXTER, INC. Pasadena, CA**
Rexter puts “rocket fuel” in your current enterprise CRM system. Our patented “life logging” approach uses API’s to automatically capture & synchronize real-time field sales activities (emails, VOIP, meetings, mobile etc.) and deliver engagement and relationship analytics to sales automation & customer relationship management (CRM) systems. We know professional relationships matter but it is challenging to maintain and engage them in scale to deliver value.
- 10/10 – 12/15 CEO & Co-founder.** Lead all functional areas for early stage venture-backed software company. Hands-on in the areas of product vision/strategy, fundraising, sales/account development and business model development.
- Ideated core concept of “professional relationship management” and translated high level vision into staged product roadmap and roll-out including core feature sets.
 - Recruited co-founders, prestigious advisory board and scaled team up to 10 FTEs
 - Development of patent strategy and key patent filings (named inventor on a series of patents included several granted by USPTO). Patent portfolio was ultimately sold-off to leading IP legal and licensing firm.
 - Orchestrated all aspects of the business planning process including customer surveys, market analysis, competitive research and financial analysis.
 - Raised multiple stages of seed financing of >\$2.5mm (equity & convertible notes) from top angel investors.
 - Personally, led the go to market and business development efforts securing marquis enterprise pilot accounts.
 - One of 14 of companies selected (of >500 applicants) for Microsoft Venture Accelerator (prestigious 4-month program in Seattle) focused on digital work (<https://goo.gl/fsxcVP>)
- 1/02 – 10/03 OVERTURE SERVICES, INC. (now a division of Yahoo!/incubated at Idealab) Pasadena, CA**
The world’s leader in Pay-For-Performance search on the internet – effectively & efficiently connecting consumers to relevant products and services in North America, Asia and Europe (acquired by Yahoo! in October 2003 for \$1.7Bn).
- 4/03 – 10/03 Senior Advisor, New Ventures & Strategy.** Led the evaluation efforts of new business opportunities and drove execution through business planning, partnership and/or acquisition.
- Coordinated business integration and business planning process of two acquired paid-inclusion product lines (\$10mm combined business line revenue).
 - Evaluated and refined our multi-media and hyper-local product strategies including the identification and development of key business partnerships.
 - Led a team effort to re-design our M&A evaluation and pipeline management process.
 - Established strategic pricing framework to ensure value maximization across rapidly expanding product portfolio.
- 1/02 – 4/03 Senior Vice-President, Global Product Management/Development.** Built and led the team responsible for the translation of business strategy and operating unit priorities into strategic product roadmaps. Responsible for the rapid and timely delivery of discrete global product releases across numerous systems and platforms. Provided critical guidance for engineering and development team of more than 200.
- Designed & recruited the global product team of 20+ business line & system product managers (~\$5mm budget).
 - Supported and drove key performance metrics to achieve 132% annual revenue growth to \$667mm.
 - Developed and implemented a strategic product planning process resulting in 6Q rolling roadmap that effectively addresses short term operating objectives and long term strategic & competitive positioning.
 - Delivered numerous successful product launches including enhanced customer usability, sophisticated search & matching technology, and the launch of major new markets in Asia & Europe.
 - Established key planning support roles around metrics forecasting and ‘voice of customer’ integration.
- 1/00 – 12/01 RIVERONE, INC. Westlake Village, CA**
Provider of supply chain management SaaS solutions for high technology manufacturing offering a range of technology tools designed to streamline demand management, site replenishment, materials planning & procurement.
- 1/00 – 12/01 President & Chief Operating Officer.** Global operations responsibility across three continents for key business functions including software development, technology infrastructure, finance, human resources, sales, marketing/branding, customer service and all revenue producing business units.
- Designed and built organization from unstructured start-up of 20 in North America to high performance team of 150 across three continents.
 - Key partner with CEO/founder in raising \$47mm of additional venture capital financing in adverse market.
 - Completed joint-venture agreement with Mitsubishi Corporation and WPI (\$1Bn Taiwanese distributor) to form RiverOneAsia based in Singapore. Raised \$5mm of seed capital from founding partners.
 - Coordinated the development and the re-launch of the RiverOne 2.0 trading hub as a result of \$8mm of investment including 9 months of in-house programming from a staff of 40 technologists.
 - Completed the acquisition and integration of a \$10mm German components trading/distribution company.

- 11/95-12/99 BOWNE BUSINESS SOLUTIONS (DONNELLEY ENTERPRISE SOLUTIONS) Los Angeles, CA**
The premier provider of on-site document processing services to leading financial and legal institutions. A \$200mm division of Bowne & Co. – the world’s largest financial printer with \$1Bn in revenues.
- 2/99 – 12/99* **Senior Vice President/Chief Information Officer (CIO), Strategic Resources/Operations.** Led all operation support teams & technology responsibilities that were previously managed by the CIO (47 staff/\$10mm budget).
- 11/95-2/99* **Vice President & General Manager, Western Region.** Responsible for all business functions for start-up of the office services outsourcing/facilities management business in the western United States (>600 staff/\$50mm budget)
- 6/92-11/95 RR DONNELLEY & SONS COMPANY Chicago & Los Angeles**
A \$5+Bn/200 location integrated communications company that provides pre-media, digital photography, content management, printing, online services, and print and package logistics.
- 10/94-11/95* **Division Director/Plant Manager, Chicago Financial Printing Division.** Responsible for the Midwest manufacturing operations (P&L responsibility for 250 persons/\$40mm revenue financial printing operation) including the main plant, all administrative departments and four service centers across the region.
- 7/93-10/94* **Manufacturing Manager, Chicago Financial Printing Division.** Managed composition / typesetting and customer service departments including a \$10mm annual budget and 108 employees
- 1988-1991 LEK CONSULTING Los Angeles, CA**
Leading International management consulting firm specializing in corporate and business unit strategy consulting and mergers and acquisition advice. Helped open/expand Santa Monica office and recruit initial team.
- education**
- 1991-1993* **HARVARD BUSINESS SCHOOL Boston, MA**
Masters of Business Administration. Concentration in operations strategy, technology and production management. Selected by faculty as a tutor for first year operations course. Volunteer Consulting Organization project leader.
- 1984-1988* **DARTMOUTH COLLEGE Hanover, NH**
Bachelor degree, *cum laude*, in Engineering. Awarded *Dean's List* all semesters and multiple academic citations for academic excellence including independent research.
- not for profit Volunteer & Community Organizations (years served):**
- **Burbank-Hollywood Airport:** Commissioner, finance committee (chair) & auditor for regional airport (\$100m/yr budget & 6mm passengers/yr). Key role in \$1.2Bn development of new passenger terminal (current).
 - **Pasadena Civitas Club:** Launched a new civic leaders networking & discussion club focused on collaboration & education. Recruited board of directors & initiated initial programming. Club now has >100 members and has met regularly (1 – 4x per month) since 2019. Established permanent home at historic Blinn House (4 years).
 - **City of Pasadena:** Pasadena Center Operating Committee which oversees the Convention Center, the Civic Auditorium & the Visitors’ Center (1+ years); Pasadena Planning Commission (3+ years including as Secretary and Board of Zoning Appeals), Pasadena Design Commission (8 years including 2 years as chairman). Champion for affordable housing, economic development and sustainability. Annual homeless count 5x.
 - **Innovate Pasadena:** Co-founder, co-chairman, head of development committee, and board member for grass roots community building effort focused on innovation & entrepreneurship in East Los Angeles. Recruited 25-person board & led all major fundraising efforts & \$450k annual operating budget. (3 years).
 - **Altadena Town & Country Club:** Chair of Finance Committee (~\$5mm annual operating budget), Treasurer & Board of Governors. Positive cashflow and out performed budget (top & bottom line) every year. (5 years)
 - **Pacific Oaks College & Children’s School:** Board member, treasurer and co-chair of special committee that led turn around & successful affiliation with TCS Education System (6 years).
 - **Pasadena Heritage:** Vice chairman/treasurer, head of development committee, chair of Heritage Associates, lead on historic easement program. Grew major donor financial support (non-events) by 350% (6 years).
- other**
- Additional training/education:** MIT on Technology/Product Strategy, MIT REAP (Regional Entrepreneurship Acceleration Program), Columbia University on Sales Management, Kellogg School on Product Development, Leadership Pasadena, VentureOut SaaS acceleration, Microsoft Venture Accelerator (4-month intensive program).
- Corporate & Advisory Boards (current):** Thin Line Capital (advisor), Virtualitics (advisor), STEAMCoders (advisor), Primer.ai (advisor), Bryce Partners (advisor), Pasadena Junior League (6 years)
- Intellectual Property & Patents:** Primary inventor on multiple patents for CRM analytics (Rexter) & collaborator on ad-tech patents (Overture Services/idealab)
- Media & Speaking:** Extensive public speaking at venture & entrepreneurs conference, quoted in the business press including WSJ, LA Times, LA Business Journal, SoCalTech, dot.LA, and a wide range of on-line media. Regular speaker on entrepreneurship at UCLA, Pepperdine, Caltech and USC.
- Personal:** Avid walker/hiker, startup coach, world traveler, animal lover, wife (Liz) & two sons (Spencer & Dylan)

Andrew (Andy) Wilson

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Pasadena, CA [REDACTED]
[REDACTED]
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September 6, 2024

RE: New Mexico PRC Nominating Committee

Dear Committee,

I am writing to express my interest in the Commissioner role for New Mexico PRC. With a 20+ year commitment to public service, I believe my background in municipal government, community engagement, policy-making, finance (public & private), innovation, and technology aligns with the responsibilities and needs of this important role. Furthermore, this role would allow me to strengthen my 40+ year attachment and deep affection for New Mexico.

As far at the eligibility requirements:

1. At this time, I have no current affiliation with any utility public or private. I have requisite experience working with public services and policy making (more in this letter)
2. I have both an engineering degree from Dartmouth College (Cum Laude) and MBA with a focus in operations and technology from Harvard University
3. I have no financial interest in any public utilities (possibly through a mutual fund) and have not been employed by a PRC regulated entity at anytime
4. It would be my intension to devote the entirety of my time to the Commissioner role with the exception of some volunteer not for profit board work.

I have been registered as a “no party preference” for almost 8 year so am not affiliated with any political party though most of my life I have been a registered Republican.

As a City Councilmember in Pasadena for nearly eight years, in addition to serving on the Finance Committee, and Economic Development & Technology Committees (EdTech), I chaired the Municipal Services Committee (MSC), overseeing Pasadena Water and Power Company (Pasadena’s public utility). This Committee also oversees both Public Works (purveyor of refuse and recycling services through a combination of direct services and franchised operators) and Department of Transportation (manages our bus fleet and integration with Metro). Leading MSC was my favorite assignment: ensuring quality of life through sustainable and affordable services while navigating a changing landscape including decarbonization, uncertain water supplies, tight budgets and aging infrastructure. I worked collaboratively with PWP’s professional staff on IRP updates to evolve Pasadena’s energy portfolio to exceed various state renewable mandates. My work in advocating for sustainable energy solutions, enhanced electrification and infrastructure upgrades has equipped me with a valuable understanding of the core challenges

and exciting opportunities facing public power entities today.

More recently I have served as a Commissioner to the [Hollywood-Burbank Airport Authority](#) (A JPA between Pasadena, Glendale and Burbank) where I was appointed the Auditor and Chair the Finance Committee. Our work has focused on a \$1.3Bn [replacement terminal project](#) where the Finance Committee provides critical oversight for the financing planning including the issuance of commercial paper (\$200m) and \$900m of GARBS (general airport revenue bonds). We reviewed and selected the syndicate manager and lead underwriters.

Additionally, my tenure as CEO and Founding Executive Director of [the Alliance for Southern California Innovation](#) has honed my skills in strategic planning, stakeholder engagement, and fostering technological advancement across diverse sectors including a focus on sustainability, climate change and advanced mobility. In my ED capacity, I worked with the County of Los Angeles on their Digital Divide Strategy Taskforce and their [MIT REAP \(Regional Entrepreneurship Acceleration Program\)](#) focused on leveraging innovation to bring more economic opportunity to underserved communities. These experiences add to my appreciation for the connection between quality of public services and citizen quality of life.

In addition to my roles on Pasadena City Council, I have held various other public roles where I was both a policymaker and decision maker including 8 years on the Design Review Commission (2 as Chair) and 3+ years on the Planning Commission (including roles on the Board of Zoning Appeals). More recently I just completed assignments on the Charter Study Taskforce (which [resulted in several ballot initiatives in the area of term and campaign limits](#)) and the [Economic Development Strategic Planning](#) Advisory Committee (which resulted in a revised 10-year plan for the City).

Furthermore, my leadership at the City of Pasadena in the areas of climate change through the development of climate action plans and alternative mobility solutions all underscore my commitment to public service while demonstrating my capability to successfully navigate and align complex stakeholder interests. Orchestrating and aligning diverse coalitions for collective impact is a core competency of mine.

I also would like to point out my extensive connection with New Mexico. I have been visiting at least annually for more than 40 years, I was married in New Mexico (1996) and my parents had primary residences in the North Valley of Albuquerque and then in Las Campanas in Santa Fe. My wife and I are committed to establishing a 2nd residence in Santa Fe and this role would be the triggering mechanism.

I look forward to the possibility of discussing how my experience and vision align with the needs of the Commissioner role. Thank you for considering my application.

Sincerely,

A handwritten signature in black ink, appearing to read "Andy Wilson". The signature is fluid and cursive, with the first name "Andy" being more prominent and the last name "Wilson" following in a similar style.