

CLAIR WHITMER

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Strategy and operations leader committed to addressing problems of economic innovation. I am a systems thinker committed to data-driven decision-making and building results-focused teams. I found my mission during the pandemic supporting economic agencies, business development teams and non-profits to advance economic mobility through entrepreneurship and inclusive economic recovery.

KEY CAREER ACCOMPLISHMENTS:

- ▶ Created and built the CalOSBA Regional Economic Engagement team at CalOSBA
- ▶ Wrote budget proposals for \$16.5M Accelerate California program to fund a statewide network of [Inclusive Innovation Hubs](#)
- ▶ In Fresno, led team to deploy nearly \$5 million in CARES Act funding in 2020 through Save Our Small Businesses working capital grants
- ▶ Launched the first [Kiva Hub in Fresno](#) in partnership with the Fresno Metro Black Chamber of Commerce, sponsored by the National League of Cities Innovation Ecosystems program

PROVEN SKILLS

FINANCIAL MANAGEMENT

- Budget proposals & justifications, P&L and payroll responsibility
- Experience pitching investment opportunities to venture funds, philanthropic non-profits and Corporate & Social Responsibility managers
- Experience with federal and philanthropic grant application and match process and reporting

DATA AND DIGITAL

- Gathering, analyzing and telling stories with the complete matrix of economic development and financial success KPIs
- User journeys and user/technical requirements for digital tools
- Email database and social audience acquisition

LEADERSHIP

- Strategic development & execution on delivery of objectives & milestones
- Recruiting & building cross-functional, results-focused teams
- Culture & workflow change management
- Extensive international experience; fluent in French

CONTENT CREATION

- Full spectrum communications:* digital product development, thought leadership & advocacy, ghostwriting, case studies, press releases, newsletters, marketing & advertising copy, email marketing, social media, storyboarding & script writing, decks, experienced public speaker

EXPERIENCE

CALIFORNIA OFFICE OF THE SMALL BUSINESS ADVOCATE (CALOSBA)

Sept 2021-Present

Part of the Governor's Office of Business and Economic Development (GO-Biz), CalOSBA represents the voice of California's 4.2 million small business-owners and builds the statewide ecosystem to deliver information, content & resources to small businesses. Regional Advisors are appointed by the Governor; second appointment as Assistant Deputy received in July 2023. Appointments served concurrently.

- ▶ As Assistant Deputy, lead the 11-person Regional Economic Engagement team responsible for statewide outreach and engagement and resiliency training for business-owners, chambers of commerce and economic development agencies across the state
- ▶ As Regional Advisor, serve as principal representative of CalOSBA to 32 counties of Northern California, developing relationships with local, state and federal partners
- ▶ Represent GO-Biz representative as coordinating agency of the Economic Recovery Support Function established by the California Disaster Recovery Framework, working in partnership with the California Governor's Office of Emergency Services
- ▶ Write budget proposals and trailer bill language for departmental budget; provide analysis of legislative proposals for Director

ASSISTANT DEPUTY DIRECTOR

NORTHERN CALIFORNIA REGIONAL ADVISOR

- Manage [Outsmart Disaster](#) disaster preparedness training initiative and staffed the rollout of the [Entrepreneurship & Economic Mobility Task Force](#) including two events produced at the California Economic Summit

WHITMER.INFO SERVICES
2000-2011, 2022-Present

FREELANCE EDITOR/CONSULTANT
France/California

UPBAY LLC DBA UPBAY EXPRESS
January 2020-April 2023

CHIEF EXECUTIVE OFFICER
Vallejo

[Last-mile delivery service company](#), local employer of 70+ operations team with \$4M+ in annual revenue.

FUSE CORPS EXECUTIVE FELLOW
Sept 2019-Sept 2021

CONSULTANT
Fresno

First-year project:

Launching an Opportunity Zone in Fresno

Second-year project:

Building a Template for Inclusive Economic Development

Led the effort to develop the 2021 economic development strategy for Mayor Jerry Dyer's first-year including proposals for four priority program areas: Business Expansion & Neighborhood Development, Downtown Revitalization, Business Startup Support and Business Attractions & Diversification.

MAKER MEDIA

HEAD OF CONSUMER EXPERIENCE

Jun 2014-Apr 2019

San Francisco

Make: combines print and online content, events and e-commerce in support of the Maker Movement, a tech-influenced DIY community. I managed a cross-functional team of 15+ across engineering, event management, content development and marketing.

- Led Make:'s digital growth strategy resulting in 62% YOY user account growth in 2018; a 25% YOY increase in total email file size in 2018; and the creation of new earned revenue channels through a monetized membership program and a blended-learning SaaS platform
- Launched an online portfolio and community platform branded Maker Share as part of a \$3M strategic partnership with Intel, posting \$300K net income in first year
- Pitched investment opportunity resulting in three Letters of Intent from outside investors and 2019 asset purchase by founder

SLASHDOT MEDIA FOR DICE HOLDINGS

SENIOR DIRECTOR, MEDIA OPERATIONS

Nov 2012-Mar 2014

San Francisco

Managed a \$3.5M budget, led a team of 12 across product development, ad-ops and marketing and supported annual delivery of \$16 million in advertising and sponsored content.

DICE.COM FOR DICE HOLDINGS

DIRECTOR, USER INTERFACE AND CONTENT STRATEGY

Jan 2011-Nov 2012

San Francisco

The leading career site for technology professionals, Dice at that time delivered 50m+ monthly page views, 11K searches per month and 60-90k job applies per month.

OVERSEAS VOTE FOUNDATION

DIRECTOR OF VOTER OUTREACH

May 2009-Dec 2010

Nantes, France

A nonpartisan nonprofit, Overseas Vote Foundation provides easy-to-use online tools and services for 6M+ U.S. voters living overseas. Ran voter outreach campaign during 2010 midterm election. Secured and managed grants by Carnegie Corp. (\$50K) and The Pew Center on the States (\$110K).

CNET NETWORKS

EDITOR/CONTENT STRATEGIST

1996-2000

San Francisco

EDUCATION AND TRAINING

2021 Aberkyn Leadership Development
Certificate of French language, *avec mention bien*
B.A. Political Science, *summa cum laude*

Sponsored by McKinsey
Université Paris-Sorbonne
San Francisco State University