

CLAIR WHITMER

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Strategy and operations leader passionate about applying design thinking and strategic doing to problems of economic innovation and inclusion. I am an innovative systems thinker committed to data-driven decision-making and building results-focused teams. After 20 years as a product and operations executive for major Silicon Valley brands, I found my mission helping economic and business development agencies and non-profits to build inclusive prosperity and close the racial wealth gap. Serving as a FUSE Corps Executive Fellow during the COVID-19 shut-downs and reopening provided a once-in-a-lifetime opportunity to drive recovery from a historic economic shock.

KEY ACCOMPLISHMENTS:

- › In Fresno, led 2020 deployment team of nearly \$5 million in CARES Act funding through Save Our Small Businesses working capital grants in partnership with the Fresno Area Hispanic Foundation as well as \$500,000 for the Save Our Non-Profits grant program
- › 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
- › At Make:, 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
- › 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

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, 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, CalOSBA represents the voice of the small business-owner in California and helps build the statewide ecosystem to deliver information, content & resources to small businesses. Regional Advisors are appointed by the Governor.

- › Serves as principal representative of the CalOSBA office to 32 counties of Northern California, developing relationships with local, state and federal partners
- › Wrote budget proposals and trailer bill language for GO-Biz FY 2022-23 budget

NORTHERN CALIFORNIA/LEAD REGIONAL ADVISOR

Sacramento

FUSE CORPS EXECUTIVE FELLOW

CONSULTANT

Sept 2019-Sept 2021

Fresno

First-year project description:

Launching an Opportunity Zone in Fresno

Second-year project description:

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.

- Launched the Opportunity Fresno prospectus and department's first email and social media channels
- Panelist at the 2020 International City/County Management Association Regional Conference

UPBAY LLC DBA UPBAY EXPRESS

CHIEF EXECUTIVE OFFICER

January 2020-Present

Vallejo

[Last-mile delivery service company](#), local employer of 70+ team of delivery drivers and managers

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 15-20 across engineering, event management, content development and marketing.

- Pitched investment opportunity resulting in three Letters of Intent from outside investors and 2019 asset purchase by founder
- Executed multi-year transition from house of brands to a branded family
- Responsible for full-time & seasonal event production crews in 2018; managed a \$2M production budget including \$285K marketing & media buy and \$280K programming spends

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).

WHITMER.INFO SERVICES

FREELANCE EDITOR/CONSULTANT

2000-2011

Nantes, France

CNET NETWORKS

EDITORIAL MANAGER

1996-2000

San Francisco

EDUCATION AND TRAINING

2021

Aberkyn Leadership Development

McKinsey-sponsored coaching focused on mindset and behavioral change serving organizations

Certificate of French language, *avec mention bien*

Université Paris-Sorbonne

B.A. Political Science, *summa cum laude*

San Francisco State University