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**LOS ALTOS HILLS COUNTY
FIRE DISTRICT**

March 15, 2019

Board Members
Los Altos Hills County Fire District,
P.O. Box 1766,
Los Altos, CA 94023-1766

Dear Board Members,

My name is Joan Sherlock and I am writing to you today to submit my application for consideration for joining the Los Altos Hills County Fire District Board. As a proven leader and 25 years of marketing, communications and board experience I am very interested in bringing my unique talents to the board.

My variety of roles in marketing from product marketing to executive digital marketing management equips me with the knowledge of how to understand our target community audience and how to market and communicate to them. LAHCFD is an amazing organization which does so much for our community it would be a pleasure to bring all communications to the next level. My most recent role as VP Digital Marketing at SAP helps me know how to build out and implement a strategic marketing plan and effectively implement what's needed to reach agreed upon goals.

Additional experience is outlined in my resume (available upon request) with relevant highlights below:

- I understand the programs LAHCFD offers as I am CERT and PEP trained and a member for over 12 years
- In 2009 I started the Neighborhood Network Program for Los Altos Hills and unincorporated areas along with Mike Sanders who was the LAHCFD Emergency Services Coordinator. We combined emergency preparedness efforts (CERT and PEP training) with an opportunity to host an event in each CERT area/neighborhood. Thus, gathering valuable information on each community member with special needs.
- I have served on other committees for the Town of Los Altos: Housing Element Committee and the Communications Committee
- Currently President of the Board of Committee for Green Foothills. My experience with CGF has given me a strong background on local open space and preservation efforts. I'm also keyed into the other local environmental groups such as POST, Greenbelt Alliance and the Open Space District.
- I recently completed a Master's Degree in Nonprofit Administration, with a focus on development and financial management. Knowing how to develop and read financial reports and audits is key to every organization's success.
- In 1995 my house burned down early one morning. I was able to get myself and my three young children to safety. Though they were only able to save a small portion of my house, the team from the Fire Department that worked to save it were heroes to my family. I would like to give back and support their efforts, and the efforts of the LAHCFD in general.

I have heard you're a great team to work with and would welcome the opportunity to add my skills and dedicate time to your efforts. I know how important it is to have members that support a "working

board” and am happy to put in the time necessary to make board activities my priority. I have the experience, the local community knowledge and the passion around emergency preparedness to be an asset.

Looking forward to attending and speaking as requested at the upcoming meeting on March 19. Please feel free to reach out through my email or phone below with any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Joan E. Sherlock". The signature is fluid and cursive, with the first name "Joan" being the most prominent.

Joan E. Sherlock

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Executive Profile

- Passionate leader, strategist and marketer with over 25 years of experience working with nonprofit organizations, local government and global companies
- Expertise includes strategic planning, financial and operational management, executive leadership, community outreach, program development, marketing, communications and PR
- Proven track record of working with diverse, cross-functional teams including employees, boards, committees, government officials and other key stakeholders to achieve measurable results
- Talented leader and community builder with an ability to lead groups through change, transition and growth as required by dynamic, innovative organizations
- Experience developing highly successful fundraising programs including the development of strategic campaigns, engaging messaging, compelling communications and planned follow-through to ensure goals are met
- High-energy, results-oriented executive committed to developing innovative programs and services that transform lives, communities and cities
- Experience working with Juvenile Diabetes Research Foundation, Family and Children's Services (now Caminar), Committee for Green Foothills, Sustainable Silicon Valley, The Grateful Garment Project, Town of Los Altos Hills as well as Apple Computer, SAP and Sun Microsystems
- Recently completed a Digital Marketing Strategy Certification at Columbia University; Currently completing Masters in Nonprofit Administration at LSU

Expertise and Experience

Strategic Planning

- Participated in annual planning sessions at the Juvenile Diabetes Research Foundation to identify key opportunities to increase fundraising efforts, grow donor base and expand reach
- Worked closely with CMO at Committee for Green Foothills to translate strategic initiatives into a comprehensive marketing plan to achieve organizational goals
- Designed and implemented a strategic marketing plan for Family and Children's Services to reflect a new organizational vision and mission; Proposed new branding, messaging and positioning to build trust and credibility with the community and participants in their services
- Over a nine year period at SAP, developed and implemented several annual and five-year strategic plans for lines of business and industry marketing

Marketing and Communications

- Over 25 years experience working in marketing and communication roles in nonprofits, government programs and technology corporations
- Collaborated with Chief Marketing Officer at Juvenile Diabetes Research Foundation to develop annual marketing and communication plans and press strategies to increase participation and fundraising efforts
- Developed website marketing strategy then redesigned and simplified website resulting in consolidation of 175 down to 50 pages; Simplified keyword use and search terms for multiple audiences so they could find and utilize services
- Created brand strategies including renaming, messaging and positioning for Committee for Green Foothills as well as Family and Children's Services to build brand and optimize fundraising
- Worked with the City of Los Altos on Housing Element Committee to establish low income housing guidelines. Built Neighborhood Network Program to build community and publicize emergency response actions
- Led global marketing team at SAP for seven years to optimize marketing programs, develop audience-centric messaging and leverage digital marketing tools; Marketing campaigns surpassed expectations by attaining 110% of revenue goals
- Worked with cross-functional teams across SAP to develop innovative brand and marketing programs to accelerate sales and grow revenue; Created sales tools and collateral
- Experience setting digital strategy, developing audience-based web pages and campaigns for demand generation and optimizing the customer experience for increased engagement and revenue

Professional History

Committee for Green Foothills, Palo Alto, CA <i>President of the Board</i>	2017 - Pres.
Family and Children's Services (now Caminar), Palo Alto, CA <i>Board Member and Advisory Board Member</i>	2012 - 2016
SAP, Palo Alto, CA <i>Vice President, Digital Marketing</i>	2015 - 2017
<i>Vice President, Worldwide Marketing Program</i>	2014 - 2015
<i>Senior Director, Worldwide Marketing Programs</i>	2009 - 2014
Wild Sage Communications, Los Altos Hills, CA <i>Marketing and Communications Consultant</i>	2006 - 2009
Sun Microsystems, Menlo Park, CA <i>Senior Group Manager of Eco-Responsibility Initiative</i>	2004 - 2006

Education and Specialized Training

M.S. – Nonprofit Administration	Louisiana State University
B.A. - English	University of California, Berkeley
Digital Marketing Strategy Certification	Columbia University

