



CITY OF HERMOSA BEACH BOARD/COMMISSION APPLICATION

Name of Board/Commission PARKS, RECREATION, & COMMUNITY RESOURCES ADVISORY

Name Phone Number

Address

Email

Occupation/Profession

Employer Name & Address

REFERENCES (Please List Three References)

Personal:

Professional:

Other:

COMMUNITY PARTICIPATION AND SERVICE (Past and Present)

Why do you wish to serve on the Board/Commission?

I'm eager to help our community continue to be the unique and vibrant place we all love, while gaining a deeper understanding of how our city works to create Hermosa's signature 'magic.' I hope to apply my strongest skills—analysis, prioritization, and communication—in a way that directly benefits Hermosa Beach. My personal passions for community programs, beach culture, and environmental stewardship make this Commission a meaningful and mutual fit.

Which duties and responsibilities of the Board/Commission are important to you and why?

I consider advising the City Council to be the most important responsibility, as the Council ultimately makes decisions on behalf of our community. By providing clear, complete, and well-reasoned input, the Commission can enable more confident and timely decision-making.

Policy formulation is also particularly important to me. Having spent most of my career in a regulated industry, I understand the balance between specificity and flexibility when crafting effective policy. Applying that experience in service of my own community would be both a serious responsibility and an exciting privilege.

Do you have any current or past obligations or responsibilities, which could be construed as a conflict of interest with the position you are applying for? NO

If yes, please explain below:

I have and expect to continue to be a "pro" (non-parent) coach for Hermosa Baseball.

Please add your education, employment, memberships, past activities, or other experience you feel qualifies you to serve on the Board/Commission.

Activities/Memberships:

~20 years as a baseball coach for community/recreational & high school teams (last 4 years with Hermosa Baseball as a "pro" coach for ages 13+)

~10 years as Board Member, San Francisco Little League

Professional:

~15 years as a product manager for clinical research software - working directly with hundreds of customers to identify their key challenges, establish priorities, and deliver associated software features/functionality

~10 years on the Steering Committee for the "Trial Master File Reference Model" (a clinical research industry standards body with 1000s of members) - led and guided initiatives in a consensus-driven environment

~10 years as a business consultant, leading business process & technology improvement projects for companies like Amgen & Pfizer while managing scope, time, resources, and quality

Education: B.S. Genetics - University of California, Davis

Board/Commission	Meeting Location	Meeting Schedule
Building Board of Appeals	City Council Chambers	Second Monday of each month at 7 p.m.

This five-member board provides reasonable interpretations of the Building Code [HBMC 15.04.020]

Civil Service Board	City Council Chambers	Third Wednesday of each month at 5 p.m.
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This five-member board serves as the City's Review Board pertaining to personnel functions and Civil Service Rules and Regulations, including review and approval of job specifications and eligibility lists [HBMC 2.76.060-2.76.090].

Parks, Recreation & Community Advisory Commission	City Council Chambers	First Tuesday of each month at 7 p.m.
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This five-member commission serves in an advisory capacity to the City Council in all matters pertaining to the Community Resources Department; cooperates with other governmental agencies and civic groups on the advancement of sound leisure, cultural, social services and educational programming; provides guidance and approvals for City special events; and formulates policies on the services, programs and lease agreements of the Department, subject to approval of the City Council [HBMC 2.28].

Planning Commission	City Council Chambers	Third Tuesday of each month at 7 p.m. (in December meeting is on the second Monday)
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This five-member commission is governed in all respects and performs duties as prescribed by applicable state and local laws. The primary purpose of the Commission is to maintain and enhance the environment of the community, which entails advance or long-range planning (updating of the General Plan and specific elements), current planning (short-range projects), and land use controls (administering to the code and review of all subdivisions and zoning petitions). The Commission serves as an advisory board to the City Council on all matters pertaining to zoning, conditional use permit process, etc. [HBMC 2.32].

Public Works Commission	City Council Chambers	Third Wednesday of odd-numbered months (January, March, May, July, September, and November) at 7 p.m.
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The duties of this five-member commission are to review and make recommendations to the City Council on all capital improvement program projects, assist with developing and updating design guidelines for public improvements and other matters referred to the Commission by the City Council [HBMC 2.80].

Do you foresee any scheduling problems that might cause you to miss meetings? NO

How long have you lived in Hermosa Beach? 10 years (2002-2008; 2021-Present & forever :)

Additional comments:

Over the next 6 months, when I would be ramping up on knowledge and relationships, I have even more time to give (I am currently on sabbatical from Veeva).

I have read the roles and responsibilities of the Board/Commission I am applying for. If required, I will submit proof of my voter registration status at the time I submit my application (voterstatus.sos.ca.gov).

I understand a resume must be submitted to the city clerk's office at the time I submit my application to be considered for the position.

Signature:

[Redacted Signature]

Date: 04 June 2025

Contact

(Mobile)

www.linkedin.com
(LinkedIn)

Top Skills

Software Product Management
Clinical Development
Clinical Trials

Todd Tullis

technology + clinical trials + volunteering = a positive impact
Hermosa Beach, California, United States

Summary

Over the course of my career's first act (consulting), I gained experience diagnosing problems, designing solutions/strategies, and delivering results for a diverse set of life science businesses. In my second act (product management), I've been leveraging that experience to create cloud software products & features that solve clinical trial challenges in novel ways.

Outside of work, my primary passion is supporting community-based youth sports, specifically baseball. I have volunteered for more than 20 years as a coach and board member for Little League Baseball/ Softball organizations, and I've been able to see many kids grow into confident & successful young adults.

Specialties: clinical development technology, pharmaceuticals, biotechnology, medical devices, software development, software product management, independent/budget travel planning, multitenant enterprise SaaS, clinical trials

Experience

Veeva Systems

Director of Product Management

2013 - Present (12 years)

San Francisco Bay Area

Driving the direction, evolution, and adoption of Veeva products for clinical trials. Managed Vault eTMF from a single customer to the clear market leader with over 200 customers. Currently managing SiteVault, Veeva's first product built specifically for clinical research centers.

goBalto, Inc.

Senior Director of Product Management

2011 - 2013 (2 years)

Provided product leadership for two products - an initial minimum viable product focused on the SMB market and a second MVP focused on large enterprises.

goBalto Tracker and Tracker2.0 are collaborative platforms for sites, CROs, and Sponsors to get clinical trials started with less cost and higher quality. Both products set a new standard for study startup through transparency, collaboration, and simplicity.

Although products were for regulated B2B SaaS, our product development process leveraged several consumer software-style methodologies such as: Lean user research and user experience (UX), engineering based on Agile XP (modified to account for 21 CFR Part 11 regulations and associated guidance), and build-measure-learn (BML) to confirm feature value and identify areas for optimization.

Managed day-to-day relationship with the company's initial enterprise partner from inception through to execution of company's first long-term customer agreement. Supported \$5.5M series A and \$12M series B fundraising efforts.

Hermosa Technologies

Consultant

2009 - 2011 (2 years)

Independent consultant to the Life Sciences industry.

Selected project experience:

- Product Development Consultant - Clinical Trial Software
- Project Lead/Product Owner - Adaptive Trial Scenario Modeling Prototype
- Program Manager - Medical Affairs Post-Merger Integration

Passport Junkie

Founder

2009 - 2011 (2 years)

Conceptualized and launched a web-based travel planning resource for the global backpacker market. Conducted experiments and market research to test business hypotheses and inform product build. Defined product specifications, hired & directed design and engineering/QA teams to build out incremental iterations in search of a minimum viable product.

Accenture

Analyst through Senior Manager

1999 - 2008 (9 years)

Accountable for delivery of technology consulting projects. Led globally distributed work teams to achieve project objectives while managing scope, time, resources, and quality. Per project, responsibilities typically included: project/program workplanning, schedule management, stakeholder/customer management, business case development, delivery of communications to project sponsors, managing issues and risks, and performing quality control review of project deliverables (product design, build, test, and deploy).

Project Experience:

- Program Manager, SaaS Implementation & Rollout
- Project Lead, Research & Development IT Strategy
- Project Manager, Enterprise Budgeting & Planning Initiative
- Consultant, New Business Launch
- Project Manager, Clinical Data Capture Software Implementation
- Design & Development Lead, Clinical Trial Management Software Implementation
- Project Lead, Software Product Selection & Prototyping
- Designer/Developer/Tester, Clinical Trial Management Software Implementation
- Database and UI Designer, Custom Software Development

Expert in implementation planning, configuration/development and deployment of enterprise software systems for clinical development, particularly Oracle Siebel Clinical CTMS and Medidata Rave EDC.

Education

University of California, Davis

B.S., Genetics · (1995 - 1999)

Stanford University

Continuing Studies Program