



**CITY OF HERMOSA BEACH
BOARD/COMMISSION APPLICATION**

Name of Board/Commission

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?

My interest in service on the Parks, Recreation, & Community Advisory Commission stems from a deep commitment to community, cultivated through being an active member everywhere I've lived. I've firsthand the power of well-supported public spaces and programs to enrich lives. Having previously volunteered as a lead for Scouts of America in both the South Bay and my previous residence in the Bay Area, I've gained valuable experience in fostering engagement and managing community-focused initiatives. Now, as a resident of Hermosa Beach, I am genuinely excited to dive deeper into our vibrant community and contribute to its continued success.

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

As a mom of young children whom I plan to raise here in Hermosa, enriching and building our small-town community is incredibly important to me. The responsibility to cooperate with other agencies and civic groups on the advancement of sound leisure, cultural, social services, and education programming is paramount to me, as I believe true community strength comes from integrated efforts that provide diverse and enriching experiences for all ages. Similarly, providing guidance and approvals on City special events resonates with me, as these events are often the heart of our community experience, creating cherished memories and fostering a sense of belonging for families like mine. My tech background would be valuable in identifying opportunities to optimize these programs and events, ensuring they are accessible, well-promoted, and impactful.

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:

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

Education:

B.S. Economics, Marketing Management minor, Brigham Young University.

Employment:

Product Marketing Manager, Google LLC - in this role I focus on opportunities to amplify and optimize product reach and engagement - applicable to identifying opportunities here in Hermosa to optimize programming and events, ensuring they are accessible, promoted, and impactful, advising the City Council on innovative and community-centric recommendations.

Sr. Product Marketing Analyst, Google LLC - in my previous role I focused on deep analytics for Google's scaled advertising arm, and I plan to apply my analytical knowledge to opportunities like this one, finding creative and accurate ways to measure impact of our local events and services.

Past Experience:

Scout lead, Scouts of America - 2018-2023. In this role, I've learned so much about focusing on engagement and managing community focused initiatives, and I understand the power of bringing community together and providing opportunities for engagement and interaction as central to the fabric of a healthy community.

<u>Board/Commission</u>	<u>Meeting Location</u>	<u>Meeting Schedule</u>
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.
---------------------	-----------------------	---

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.
---	-----------------------	---------------------------------------

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)
---------------------	-----------------------	---

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.
-------------------------	-----------------------	---

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?

Additional comments:

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:

Date:

Katherine Walden

WORK EXPERIENCE

Google, Mountain View CA — *Data Marketing Strategist, Online Partnerships*

MARCH 2020 - PRESENT

Led global infrastructure development to facilitate and track new product rollout to a multibillion-dollar portfolio of digital advertising partners at scale. Operated as the key decision-maker and negotiator in discussions between Product Managers, Engineering, Legal, Sales, UX Design, and Finance. Notable achievements include:

- Lead the data site design and global internal and external rollout of a new partner-facing marketing and education digital platform, managing new feature requests across Engineering and Product Marketing teams.
- Designed and executed the 2021 global strategy for digital events engagement across Ad Manager, owning the build of two data sites for results tracking, identifying \$100B in engaged revenue and reducing analyst tracking time by 75%.
- Identified and developed five global marketing optimization campaigns based on priority partner focus areas, incorporating partner feedback, leading the launch across Sales and Marketing teams, representing 30% incremental uplift globally.
- Built commercialization strategy and content calendar for Ad Manager YouTube channel launch

Visa International, San Francisco CA — *Business Associate, Merchant Rotation Program*

AUGUST 2018 - FEBRUARY 2020

One of twelve analysts accepted into Visa's merchant rotational program.
Rotation 1: Product analyst, Co-Brand Partnership new card Solutions
Rotation 2: Product Manager, Innovation and User Experience, building net new payments products and payment experiences for the 2020 Olympics.
Rotation 3: Product Manager, Global Loyalty and Marketplace Solutions.

Visa International, San Francisco CA — *Associate Business Analyst*

MAY 2018- AUGUST 2018

Using analytics to transform data into action for the Cybersource platform's 400,000 merchant base, I shaped the go-to-market strategy for a previously undefined market segment representing more than 20% of revenue. Built SQL workflows and Tableau data visualizations to provide targeted recommendations.

VOLUNTEER EXPERIENCE

Visa Women's Network, San Francisco, CA — *Chief Lead/Director*

DECEMBER 2018 - FEBRUARY 2020

Lead establishment of group lead activities, communications, and priorities to align with the VWN mission to build connections and provide opportunities for career growth within Visa for the 500+ individual organization.

EDUCATION

Brigham Young University, Provo UT — *Economics (Major)/Business Management (Minor)*

AUGUST 2014- APRIL 2018

Vice President for the BYU Women in Economics Organization. Relevant courses include Economic Statistics, Econometrics, Macroeconomics, Finance, Marketing Management, and Economic Growth. Member of the BYU Student-Alumni Association, Women in Economics Association, and Women in Business leadership.

AWARDS

5 Google Peer Bonuses- awarded for excellence in cross-functional collaboration

2 Google Spot Bonuses - recognizing global achievement as the top contributor to product objectives

Two-Time Outstanding Delegation Award - National Model United Nations- awarded to the top 5 percent of delegations at the annual National Model United Nations Conference in New York City

BYU Economics Department Full-Tuition Scholarship - awarded to top students in the BYU economics program

NOTABLE HARD SKILLS

SQL (Advanced)

Digital Product Design (via Invision)

Python

Data Visualization software(Data Studio, Tableau)

Adobe suite

CERTIFICATIONS

Learning Data Science through Python, Stanford

Data Visualizations with Python, Stanford

Leadership in the Workplace, Stanford

HOBBIES

Creator, "I Want To Be" Podcast
Volunteer, Girls Who Code
Volunteer, La Cocina SF