



**City of Morgan Hill Application  
for Appointment to  
City Council Vacancy  
Term ends December 2018**

City Clerk's Office  
City Hall  
17575 Peak Avenue  
Morgan Hill, CA. 95037  
Phone (408) 310-4678  
Fax (408) 779-3117  
michelle.wilson@morganhill.ca.gov

**This application is a public record and will be included with the applicable City Council materials and may be posted on the City's website. Thank you for your interest in serving on the Morgan Hill City Council.**

Full Name Danielle D. Davenport  
Home Address [REDACTED]  
Home Phone [REDACTED] Cell Phone [REDACTED]  
Email [REDACTED]  
Number of years lived in Morgan Hill 4 years and MHUSD +10 years  
Occupation Board Member/Advisor Employer StratusVR

In addition to completing the applicant questionnaire, please feel free to attach your resume. In order for your application to be considered, the applicant questionnaire must be completed.

I hereby certify that all statements made in this application are true and complete. I legally reside in the City of Morgan Hill. I am 18 years of age or older. In compliance with State law, I understand that I will be required to file a statement of Economic Interests upon appointment to office and annually thereafter. I understand that my application and materials will be considered a public record and thus will be available for public inspection and copying. The completed applications may also be published on the City's website.

Danielle D. Davenport  
Applicant's Signature

Digitally signed by Danielle D. Davenport  
Date: 2017.01.03 06:04:02 -08'00'

January 3, 2017  
Date

*Civic service is a privilege and responsibility of our citizens. The value and importance of the participation of our citizens cannot be measured. Your interest in serving on the City Council of the City of Morgan Hill is greatly appreciated.*

## **APPLICANT QUESTIONNAIRE**

### **1. Why do you want to be appointed to the City of Morgan Hill City Council?**

I have deep roots in Morgan Hill and I genuinely care for this community. I am a native of this region and came to Morgan Hill with my husband to raise our daughters. Morgan Hill has been our home for over a decade – this is where we learn, socialize, hike, ride and play, shop, conduct business and we volunteer our time. I have been a long-time business and community leader and I want to continue to be instrumental in Morgan Hill's future. I want to contribute to our City's imperatives of safety, inclusiveness, and community while managing growth and maintaining our unique charm.

Over the last few years Morgan Hill has been impacted by the unprecedented regional growth and our City is being challenged to grow at a similar pace. This pressure, combined with the development of previously constrained projects; residents are feeling overcrowded, nervous and frustrated. There is a lot happening in Morgan Hill, with the development of downtown, to various in-fill and large projects, to stressed roadways, and overcrowding— our community is looking for leaders to passionately represent them. I am the perfect candidate to focus on community inclusion and work to allay concerns. I will tackle every issue with knowledge and professionalism and with the ultimate goal of preserving our shared values in the place we call "home".

Additionally as a Council Member, I have a personal goal of reaching more young girls and boys as a positive role model. I work tirelessly to enhance diversity and equity within leadership roles on private corporate boards and within the public sector. I believe that as a Morgan Hill Council Member I can be a role model and illustrate to our youth the benefits of professionalism, ethics and diversity on boards, in technology and in politics.

### **2. What qualifies you to serve on the Morgan Hill City Council?**

I am an experienced Corporate Executive with years of Governing Board expertise who knows how to engage stakeholders and collaborate for optimal results. I have the ideal combination of corporate expertise, board governance, public policy, and community leadership to make an immediate positive impact and continue to serve for years to come. I have long history of professional accomplishments. I currently sit on two Corporate Boards and am a Co-Founder of StratusVR Corp. I previously held the CEO role at Didean Systems Corp. and worked for 20+ years as an Executive with Hewlett-Packard (Corp., Ltd., GmbH) and Royal Dutch Shell Ltd. where I led globally diverse teams, large-scale operational functions and implemented complex strategies with financial rigor. I was a critical contributor to the world's largest technology merge and managed a value capture in excess of \$1.8B. I have lived and worked around the world (Germany, UK, Spain, Netherlands and Japan) and understand the importance of fiduciary oversight, cultural complexities and stakeholder management. I have had a successful career focused on establishing and delivering high-level strategic planning, imperatives and priorities, based on billion dollar budgets. I understand the importance of managing metrics, oversight, and governance against the competing priorities of financials, resources, and time.

My professional experience also extends to high-tech start-up incubation and advising. I co-founded South Valley Angels, a Morgan Hill innovation accelerator where we focused on entrepreneurial mentorship and seeding local start-ups to stimulate local growth. I also partnered with the MH Chamber of Commerce to lead an initiative to train students on the fundamentals of entrepreneurship. I am also a keynote and judge for the annual Silicon Valley Chamber of Commerce Young Professionals Pitch Fest and entrepreneur program. I am well respected and considered a key thinker and entrepreneurial advisor across our region and asked to speak, judge and mentor on many corporate issues and opportunities.

Additionally, I contribute my time to public enrichment and policy initiatives. I am a critical contributor for several local and State policy initiatives such as, Womens Policy Institute, William James Foundation, National Women's Political Caucus and BPeace. I am also an appointed Commissioner on Santa Clara County's Human Relations Commission and Chair the Social Equity Committee. I also sit on the Board of HomeFirst and am committed to supporting our most marginalized and vulnerable citizens. I work tirelessly to ensure our community is safe and inclusive. I also advise on County resource allocation: to ensure we provide the right services at the right time for optimal impact.

I have years of Executive level corporate and strategic development expertise and understand the importance of integrating plans and goals with outside agencies and managing competing priorities for the optimal results. I know how to set a vision and effectively manage resources based on imperatives, objectives and constraints. I am engaged and understand the issues and know that our success relies on adequate representation and negotiations with outside agencies and partnerships. I also have years of experience in assessing, developing and marketing local, regional and State policy and local ordinance adjustments/additions and know this will complement the existing Council.

I am deeply committed and connected to our community and have been instrumental in the following local organizations:

- Executive Board Member for Morgan Hill's Chamber of Commerce
- Appointed Commissioner to the Santa Clara County (SCC) Human Rights Commission
- Chairperson of the SCC Social Equity Committee.
- Board Member and Finance Committee HomeFirst (the largest homeless organization in Santa Clara County, where I am committed to housing individuals, families with children, veterans, and youth)
- Public Advisor to the Santa Clara Valley Habitat Agency and advocate for open space, animals, environment, and the endangered.
- City of San Jose Economic Investments
- Appointed member of the Pedestrian and Bikeways Committee
- Planner Santa Clara County Valley Transportation Authority
- Light Rail/Transportation Commission
- Founder NextGen Entrepreneurs (MHCofC)
- AAUW MH Member and Contributor
- Women's Policy Institute (equality in pay task force)
- San Martin Neighborhood Assoc., SM Planning Committee
- Open Space Advocate, Coastal Preservation & Be Peace Mentor
- Jackson Elementary, Flex Academy, Oakwood Parent Auxiliary Volunteer
- MH Makos, MH VolleyBall and Lanos Dance Team Parent Volunteer
- Athena Alliance – Invitation Only Women on Corporate Boards, Member

As you can see, I bring a unique combination of corporate leadership, economic growth expertise, public service experience and compassion to our community and would be an asset to our City Council.

3. What are your top three priorities for the City of Morgan Hill?

I am committed to community engagement, transparency in governance, fiduciary oversight, and responsible resource management for sustainable growth and services. My vision for Morgan Hill is to manage our growth, in accordance with regional needs, while continuing to enhance our vibrant, charming and safe community. My goal is to represent Morgan Hill's interests on regional and State plans and initiatives with minimal impact for highest local rewards. Based on this, I have three key priorities:

1. Protect our residents, our homes the habitat and environment. I will ensure we enhance our public safety and maintain the highest standards in securing our natural resources. I will also work to protect our investments by working tirelessly to ensure Morgan Hill secures the best outcome on larger initiatives, such as High-Speed Rail and PG&E Substation placements.
2. Create a strong community through services, trust and engagement. I plan to engage the public and create a culture of trust and inclusion. We must continue to value and support youth, families, elderly and the disenfranchised.
3. Ensure finances and resources are professionally and ethically managed. Our City's budget, resources, land and services must be allocated based on a multitude of competing priorities. I intend to analyze the "hard data" and incorporate the "soft data" (community's interests and concerns) for optimal budgetary allocations and operational planning oversight.

4. Why should you be appointed to serve on the Morgan Hill City Council?

I have been endorsed by many residents, community leaders and elected officials who know I am the best candidate for City Council. I will ensure that the community is pleased with your decision to appoint me and will guarantee I do everything in my power to make sure we exceed the resident's expectations. I understand the importance of making the right choice. You can rest-assured that I am a driven professional, focused on collaboration and will represent our community with sincere understanding, knowledge, and commitment. I intend to thoroughly analyze the issues and their impact but I will also work to monitor the pulse of the community. I will focus on practical, sustainable and compassionate City oversight. I will also employ my Oath of Office and fulfill my fiduciary responsibilities through proper governance.

I believe Morgan Hill has a unique opportunity to maintain our unique charm and manage growth while maintaining safety, infrastructure, services and values. I know there is a lot of frustration over growth, transportation, and infrastructure, but I also understand the need to partner with other cities and agencies in our region for sustainable long-term solutions. We can solve this through effective communication with community and regional engagement. Collectively, we can achieve the best for Morgan Hill – and I am the person to help you do this.

Lastly, I know my passion, expertise, and professionalism will complement the existing City Council and I would be honored to take a seat next to you. I am confident we will work together in the spirit of respect and will make ethical stewardship a priority in all decisions and work hard for the community we call, "home".

# DANIELLE D DAVENPORT

<http://www.linkedin.com/in/davenportd>

US Citizen, EU Work Permit and Global Expertise

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STRATEGY & PLANNING, IT/OPERATIONS/MARKETING INTELLIGENCE & MNGMT, GLOBAL TRANSFORMATION & PROGRAM MNGMT,  
M&A DUE DILIGENCE & INTEGRATION, SHARED SERVICES & VENDOR MNGMT

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Results-oriented executive with proven success in enterprise to start-up strategic analysis, performance and management. Additional expertise in go-to-market, analysis of alternatives, PMO/planning leadership, large-scale transformations/programs, operational/marketing management and mergers/acquisitions and carve-outs. Agile leader with an astute mind for visualization and dissemination of complex technical and business issues/opportunities for optimal growth. Effectively drives work streams to identify and evaluate critical strategic growth opportunities and executable plans for unconstrained results. A proven innovator and respected leader who performs and creates energizing atmospheres within a highly matrixed, globally diverse environ.

## CORE COMPETENCIES

PMO & Program Excellence	Strategy Development & Implementation	Performance Mngmt: KPI and Metrics
Analysis of Alternatives	Business & GTM Intelligence	IT, Marketing, & WW Operations
Financial Modeling & Visualization	Transformations & Change Mngmt.	X-Functional and Vendor Partnerships

## PROFESSIONAL EXPERIENCE

STRATUSVR – Palo Alto, CA

2014-PRESENT

### Chairperson of the Board

Responsible for CEO and corporate oversight, operational efficiency and market effectiveness. Lead corporate strategy and create modeling scenarios with deep BI, financials and risk/return assessments for future business opportunities. Identify, analyze and recommend new opportunities, go-to-market (GTM) models, processes, initiatives or deals.

- ✓ Analysis of Alternatives (AoA) completed for optimal GTM plan and corporate strategy resulting in over-subscribed funding and critical co-lab partnerships.

SOUTH VALLEY ANGELS (A Seed Stage Funding Network) – San Jose, CA

2010-2014

### Co-Founder, Member of the Board

Responsible for identification, due diligence, valuation, deal structure, and performance management.

- ✓ Established the strategy, structure and processes required to attract, assess, and launch new companies: resulting in the processing of 80+ companies.
- ✓ Managed the High-Tech investment funnel, due-diligence, financial modeling, competitive analysis and structured growth activities: leading to the launch of 13 companies.
- ✓ Governance and management of investment portfolio incl. company milestones, metrics and deliverables.

PORTSMITH GROUP – Palo Alto, CA

2009-2012

### President/Consultant

Responsible for acquiring, sourcing and leading consulting activities for key accounts. Providing clients such as, Cisco, Droisys, Didean Systems, and RiverBed with strategy/planning, M&A and carve-out, and program expertise.

AGILENT TECHNOLOGIES, INC. – Santa Clara CA

2007–2009

### Director – PMO Merger Acquisitions/Divestitures

*Driving the formation of a shared service PMO and delivered portfolio of IT Merger, Acquisition and Divestiture projects.*

- ✓ Established strategy for an IT wide PMO (tools, standards and reporting) and managed PMO of 180+.
- ✓ Completed two acquisitions at 96% of budget and reduced IT run rate by 1.3m per annum; whilst achieving targeted synergies on behalf of the company.

SHELL INFORMATION TECHNOLOGY INTERNATIONAL - London UK/The Hague NL

2005-2007

**CIO Senior Program Transformation Manager – PM Functional Excellence (Internal Consulting to LOB)**

*Strategy and Program Lead responsible for the IT Application Development and Maintenance (ADM) supplier transformation strategy on behalf of the CIO Office.*

Developed selection strategy, negotiations, and implementation Shell's preferred IT supplier base. Maintaining a primary focus on retention of core skills, and delivering a flexible, cost-effective multi-sourcing strategy, while continuously delivery top-quartile IT solutions. Responsible for Trading Org process re-engineering and transformational strategy for Enterprise Support Model based on ITIL and ITSM standards.

- ✓ Reduced number of ADM suppliers from 130+ to 4 strategic suppliers and facilitated the selection process and re-designed Master Service Agreements for an average savings of 12% per hour engaged.
- ✓ Identified procurement improvement opportunities and re-engineered "requisition to pay" processes for time reduction of 2-2.5 days.

HEWLETT PACKARD CORPORATION - Palo Alto, CA US

1998-2005

**WW Operations Strategy/Planning Director – Enterprise System Group**

Fully responsible for setting ESG IT/Operations strategy and managing ongoing business planning activities. Directed all WW services including the Customer Privacy Office, Sales Operations and Project Management Office (PMO).

- ✓ Created a WW system for Privacy best practice which resulted in a reduction of opt-outs by 28% and adhered and exceeded all country laws.
- ✓ Created an interlock program between all business unit strategies, plans of record, and key programs reducing duplications and saving \$185m over 2 years.
- ✓ Led architects and PMs in identification of additional integration efficiencies and "sun-setting" of major IT systems for an additional \$260m savings over 3 years.
- ✓ Deployed standard Project Management framework including; program management, portfolio management, reporting structures and Primavera Teamplay tool usage amongst 7000+ employees.

**Compaq/HP Merger and Integration Program Director – ESG PMO**

*Program Manager for the Corporate Merger and Integration Office (MIO).*

Directed all integration-related programs for HP's largest and most complex business unit. Managed the cross-functional team from clean-room conception to on-target program closure of 25 inter-related programs.

- ✓ Designed and established the ESG integration programs portfolio to complete merge.
- ✓ Performance management with Executives, Board and Security and Exchange Commission's (SEC).
- ✓ Delivered 25 programs (comprised of 660+ work-streams) on time and achieved approximately \$380m over targeted \$2b in value capture (120% of target and to SEC approval).

**Senior Product Marketing Manager for Middleware Solutions –Software and Solutions Organization**

- ✓ Effectively managed \$38m budget and product line, 3<sup>rd</sup> party relationships, and sales team.
- ✓ Identified and turned a \$13m acquisition into \$24m "bundled" value for the Enterprise hardware group.

**IT Program Manager – Europe Middle East and Africa (EMEA) Business Solutions and Support Centre**

- ✓ Directed and developed a team of Program Managers who delivered an SAP global implementation 60 days ahead of schedule.
- ✓ Delivered a WW document management solution and workflow processes for 92% of projected cost.

VIEWSTAR INCORPORATED - Alameda, CA US

(MOSAIX, INC. acquired by LUCENT CORPORATION)

1996 - 1997

**Product Manager & Field Consultant**

*Managed on-site customer training and installation projects using Viewstar's proprietary workflow imaging software.*

SAN FRANCISCO CITY COLLEGE - San Francisco, CA US

1996 - 1999

**Computer Science Instructor (P/T Faculty – Concurrent with F/T Positions)**

*Developed course material and instructed programming and Internet fundamentals.*

COUNTY OF SANTA CLARA (Valley Transportation Authority) - San Jose, CA US

1991 - 1994

**Planner and Transportation Commission**

*Total responsibility for Transportation Commission agenda and action resolution. Oversight and planning management of community issues related Light-Rail implementation.*

CITY OF SAN JOSE (Economic Investment) – San Jose, CA US

1990

**Investment Portfolio Intern**

*Assessment of Bond Ratings (S&P and Moody's) on City investment for allocation adjustments.*



**PUBLIC / NON-PROFIT EXPERIENCE**

SANTA CLARA VALLEY HABITAT AGENCY – Santa Clara County <b>PAC Member – Business Community Representative</b>	2016+
COUNTY OF SANTA CLARA – San Jose, CA <b>Human Relations Commissioner &amp; Social Equity Chairperson</b> Responsible for advising the Board of Supervisors on issues that affect the human and civil rights of all County residents and advocate for and take positive action to eliminate prejudice and discrimination based on race, religion, national origin, cultural background, sex, sexual orientation, age, disability or other factors.	2015+
HOMEFIRST – Santa Clara County <b>Board Member, Fundraiser and Finance Cmte.</b>	2014+
MORGAN HILL CHAMBER OF COMMERCE – MH, CA <b>Executive Board Member, NextGen Project Lead</b>	2014
CITY OF SUNNYVALE BICYCLE AND PEDESTRIAN PATHWAYS COMMITTEE – Sunnyvale, CA <b>Appointed Committee Member</b>	1992-1994

**EDUCATION**

**Master of Science (CIS)** University of Texas – Austin TX  
**Bachelor of Science (Economics)** San Jose State University – San Jose CA  
**PMP PMI Certification/E&Y Navigator Methodology** UC Davis –Davis CA  
**Executive Training - Strategy in Technology Companies** University of Navarra – Barcelona ES

**AWARDS**

**2014 Stevie Awards Recipient**  
**Patent Filed 14/596,107 "Privacy and Improved Data Collection Methods"**

**ORGANISATIONS & AFFILIATIONS**

**Global Women's Network**, member since 2005  
**CIO Network of Professionals**, member since 2009  
**Women's National Political Caucus**, member since 2013

**BOARDS**

**StratusVR Inc, Member of Board**  
**PhotoBloom Inc., Member of Board**  
**Four.Golf LLC, Advisory Board**  
**Athena Alliance, Women on Boards Member**

# Danielle Davenport

## Morgan Hill – Council Appointment

### Introduction / Letter of Support



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#### Professional Qualifications

<b>Corporate Board Governance</b>	<ul style="list-style-type: none"><li>✓ Chairperson of Board, StratusVR Corp.</li><li>✓ Board Member, PhotoBloomAR Inc.</li><li>✓ Previous Board Member, FourGolf Corp.,</li><li>✓ Previous Chairperson of Board, Didean Systems Corp.</li><li>✓ Previous Member, Hewlett-Packard Merger Integration Office - Drafting SEC Reports for HP/Compaq Value Capture Commitments</li></ul>
<b>Experience</b>	<ul style="list-style-type: none"><li>✓ 20+ years High-Tech Executive (IT &amp; Operations)</li><li>✓ Corporate Strategy, Planning, Merger/Acquisition &amp; Divestitures, and Transformations</li><li>✓ \$1.8B Budgets, Complex Structures and Financial Accountability</li><li>✓ Global Team Management 1000+, Cross Functional Excellence, Stakeholder Engagement and Vendor Management</li></ul>
<b>Education</b>	<ul style="list-style-type: none"><li>✓ BA Economics – SJSU</li><li>✓ MS Computer Science – UT Austin</li><li>✓ Post Grad – IESE Barcelona Spain</li></ul>

#### Key Public Contributions

<b>Non-Profit Board Governance &amp; Public Policy</b>	<ul style="list-style-type: none"><li>✓ Executive Board Member, Morgan Hill Chamber of Commerce</li><li>✓ Appointed Commissioner, Santa Clara County (SCC) Human Rights Commission</li><li>✓ Elected Chairperson, SCC Social Equity Committee.</li><li>✓ Board Member and Finance Committee, HomeFirst (largest homeless housing organization in Santa Clara County)</li><li>✓ Contributor, California Association Human Rights Org. (CAHRO)</li><li>✓ Advisor, Athena Alliance – Invitation Only – Promoting Women on Corporate Boards</li><li>✓ Appointed Member, City of Sunnyvale Pedestrian and Bikeways Committee</li><li>✓ Planner, Santa Clara County Valley Transportation Authority Light Rail/Transportation Commission</li><li>✓ Intern, City of San Jose - Economic Investments</li></ul>
<b>Economic Development</b>	<ul style="list-style-type: none"><li>✓ Founder/Board Member, Morgan Hill South Valley Angels (Early Stage Start-up Funding)</li><li>✓ Program Lead, Next Gen Entrepreneurs Morgan Hill Chamber of Commerce</li><li>✓ Judge/Mentor, Silicon Valley Young Professionals - Santa Clara Chamber of Commerce</li><li>✓ Judge/Mentor/Keynote, AgTech Forum and Produce Marketers Assoc.</li><li>✓ Keynote/Advisor, Clean Tech Forum &amp; Innovations</li></ul>
<b>Environment Habitat</b>	<ul style="list-style-type: none"><li>✓ Public Board Member, Santa Clara Valley Habitat Agency</li><li>✓ Mentor/Advisor, William James Foundation</li><li>✓ Crew Member, Coastal Cleanup</li></ul>
<b>Community Engagements</b>	<ul style="list-style-type: none"><li>✓ Member, Morgan Hill AAUW and Wildflower Run Sponsorship Committee</li><li>✓ Parent Volunteer, Jackson Elementary, Flex Academy, and Oakwood</li><li>✓ Parent Volunteer, MH Makos, MH Volleyball, and Lana's Dance Team</li></ul>

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City Council Members,

On January 11, 2017, I will be asking for you to appoint me as the interim Council Member. I am a passionate leader who cares deeply for our community. I am committed to community engagement, transparency in governance, fiduciary oversight, and responsible resource management for sustainable growth and services. My vision for Morgan Hill is to manage our growth, in accordance with regional needs, while continuing to maintain our vibrant, charming and safe community.

I know my passion, expertise, and professionalism will complement the existing City Council and I would be honored to take a seat next to you. I am confident we will work together in the spirit of respect and collaboration— making ethical stewardship a priority for the community we call, “home”.

Thank you,

*Danielle Davenport*

Danielle Davenport