

CURRICULUM VITAE

GWENDOLYN A. MITCHELL

PROFESSIONAL EXPERIENCE

2014 – Present

MOYO INSTITUTE, INC., Oakland, CA
Founder & Chief Executive Officer

The goal of Moyo Institute, Inc. is to support the restoration of harmony and balance within individuals, families, and communities. The Institute facilitates the sharing of wisdom teachings, processes and practices that stimulate wellbeing from within. While Moyo serves all people, our special projects focus on people in under-resourced communities and those who experience disparate access to economic and health resources. Moyo is a 501c3 nonprofit organization.

2002 – 2016

COUNTY OF SANTA CLARA, San Jose, CA
Director of Public Affairs

Work with elected officials and senior management team to anticipate, plan and respond to emergency and other events. Managed media relations. Provided media training for executive managers. Provided guidance to county departments and agencies to ensure cohesive messaging. Pitched stories and organized news conferences and events. Wrote news releases, advisories, announcements, and opinion editorials. Established an effective cross-cultural, multi-lingual communications program to address county residents in English, Spanish and Mandarin.

Also managed the Sister County Advisory Commissions and coordinated citizen diplomacy delegation visits to Italy, Russia, and Taiwan. Created the SCC GOV 101 Academy to encourage residents' understanding and civic engagement. Developed the County's first annual report and several subsequent reports, setting a new standard for the organization and creating a comprehensive presentation of the County's public policy agenda, role, and responsibilities.

1989 – 2001

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY, Washington, DC
Assistant General Manager for Public Service - November 1992 – 2001
Director, Office of Communications, January 1992- November 1992
Production Services Manager, October 1989 – January 1992

Held several progressively responsible senior management positions. Responsible for \$8.4 million revenue producing programs including joint development, advertising, vending, and income producing contracts. Led marketing, sales and promotions, market research and service analysis. Responsible for passenger information and customer service environments. Responsible for media relations. Responsible for 133-member team and \$8.5 million budget. Selected to represent organization at International Transit Study Program mission to Asia.

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1983 – 1989

PAGE ONE COMMUNICATIONS, INC., Washington, DC
President & Chief Operating Officer

Founded and managed a full-service communications firm. Services included public relations, marketing, press and publicity, promotional campaign development and graphics design. Provided leadership and overall direction on marketing plans, promotional campaigns, and special projects. Managed creative teams, account representatives, and resources. Clients included government agencies, local development corporations, community health centers, and political candidates.

1982 – 1983

ICON COMMUNICATIONS, INC., Washington, DC
Vice President for Strategic Planning

Co-founder of public relations firm. Responsible for establishing client base. Personally generated 93% of firm's revenue. Developed marketing plans, promotional campaigns. Organized focus groups and served as principal editor and production coordinator for graphics design projects.

1979 – 1982

DISTRICT OF COLUMBIA GOVERNMENT, Washington, DC
Acting Director, Budget Operations, July 1980- October 1982
Staff Assistant, Office of Budget & Resource Development, May 1979-July 1980

Managed 31-member Budget Operations Staff, formulated the District of Columbia \$1.2 billion annual operating budget, monitored agency spending, evaluated program goals, and recommended annual funding levels. Worked with elected officials and staff to secure support for specific initiatives. Wrote and edited the monthly *Budget Report to the Community*, staffed local town hall meetings. Recruited, managed, and evaluated staff. Reported to Assistant City Administrator.

EDUCATION AND TRAINING

California State University at Hayward (now Eastbay)

Master of Public Administration, (M.P.A.) 1977

Bachelor of Arts (B.A.) 1975

US Department of Health and Human Services, Academic Fellowship for Education in the Public Service

Stanford Center for Professional Development, Leadership & Transformation Program, 2010

Oneness University (India), Advanced Trainer, 2010 – 2018

Master Teacher Thalia Kafatou, Ph.D., Reiki Master Training & Initiation, 1988-1990

The Reiki Alliance, Dynamic Consensus Facilitation, 1996

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COMMUNITY & PROFESSIONAL AFFILIATIONS

Current:

Meditation & Wellness Ambassador - CoBiz Richmond
National Social Media Team Lead - Golden Age Movement

Previous:

President & Board Member of the Reiki Alliance (International organization)
Community Advisory Board Whitman Walker Clinic (LGBT)
Artsopolis Marketing Partnership of Silicon Valley Governing Board
San Jose Repertory Theater Community Advisory Committee
Silicon Valley Chapter of Forum of Black Public Administrators
Eastbay College Fund Volunteer
East Oakland Community Health Center Board of Directors
Parent-Child Development Centers Board of Director

CONTACT INFORMATION

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