



City of  
**San Bernardino**

**BOARDS, COMMISSIONS, & CITIZEN ADVISORY  
COMMITTEES**

Date Received, For  
Official Use Only

**BOARD(S), COMMISSION(S), AND/OR CITIZEN ADVISORY COMMITTEE(S) APPLYING FOR:**

- |  |                                       |
|--|---------------------------------------|
| 1. <u>Water Board</u>  | 3. <u>Planning Commission</u>         |
| 2. <u>Parks, Recreation &amp; Community Services C<sub>+</sub></u> | 4. <u>Downtown Advisory Committee</u> |

LAST NAME	FIRST NAME	M.I.
Olivas	Stacia	C

HOME ADDRESS	ZIP	PHONE (HOME)
<div></div>		<div></div>

EMPLOYER	JOB TITLE	EMAIL ADDRESS
San Manuel Band of Mission Indians <sub>+</sub>	Director of Strategic Planning & Ser <sub>+</sub>	<div></div>

BUSINESS ADDRESS	ZIP	BUSINESS PHONE
<div></div>		<div></div>

DATE OF BIRTH
<div></div>

Length of residence in the City of San Bernardino 25 ____ Years 2 ____ Months	Are you a registered voter of the City of San Bernardino? <input checked="" type="radio"/> Yes <input type="radio"/> No	Which ward do you reside in? <input type="radio"/> 1 <input type="radio"/> 3 <input type="radio"/> 5 <input type="radio"/> 7 <input type="radio"/> 2 <input type="radio"/> 4 <input type="radio"/> 6
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**Why you want to serve on a city board or commission:**

As a long term resident raised in San Bernardino with deep ties to the "San Bernardino Experience", I would like to play a bigger role within my community. Currently, my career and work ethic has benefited our local Tribal Nation. I think it is a beneficial opportunity to utilize to my skills, education and personal work ethic for the community that resonates closely to the generation before me, my current generation and my next generation. My servant leadership qualities have short term and long term potential of making San Bernardino the number one community to reside in the State of California. Our potential as a city and a community is unlike any other and I desire to be apart of that journey.

What do you consider to be three (3) major assets that would qualify you for selection to this board, commission, or citizen advisory committee:

1. Strategic Planning and Project Management Skillset - This skill allows me as a potential member to provide guidance around requirements gathering, short term planning, long term planning and maintaining project/initiative budgets, as well as schedules.
2. Tribal Government Technology - This skill allows me as a potential member to provide consultation for technology roadmapping, technology acquisition and implementation as it pertains to the Government Technology Stack and investments.
3. Client Relationship Management & Business Relationship Management - This skill allows me as a potential member to provide guidance around on how we can better improve our engagement with our constituents and guests of our businesses. In addition, business relationship management ensures that we are meeting the needs of our business operators as well as maintaining a win-win relationship with our business partners. In the case of the potential role, the sentiment of our community is of top-priority.

Experience or special knowledge pertaining to area(s) of interest:

My experience with government structure and functions, capability and capacity for government technology solutions and project management experience within overarching government initiatives give me a very specialized skillset not afforded to many. I would appreciate an opportunity to use this holistic tribal government work experience for the benefit of my own community.

Educational background:

AA - Business Administration (San Bernardino Valley College)  
 BS - Health Informations & Information Mgmt (Loma Linda University)  
 MBA - Marketing Emphasis (University of Redlands)  
 MSIT - Business Analytics Concentration (Cal Baptist University)

Occupational experience:

Currently, Director of Strategic Planning & Services for the Tribal Community Services Department with the San Manuel Band of Mission Indians. Previously, IT Business Relationship Manager and Sr. IT Business Services Analyst to support Tribal Government and Casino Operations. Various other roles to allow a well-rounded perspective for business operations.

Professional or technical organization memberships:

BRM - Business Relation Management Professional  
 ITIL Foundation - Information Technology Infrastructure Library  
 PM Certificate - Project Management Professional  
 CSPO - Certified Senior Product Owner

Civic or community experience, memberships, or previous public service appointments:

Currently, I serve in a community-facing role that works closely with the Tribal Council, Executive Leadership Cabinet of a local Tribal Government. The structure of the tribal government has a very similar framework for government services and I am tasked with aligns all departments across the enterprise in strategic initiatives that will meet the needs our constituents. Initiatives that can range from infrastructure projects like fiber to the home or

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**OPTIONAL**

How would you classify yourself? (Optional)

- ☒ American Indian/Alaskan Native ☐ African American/Black ☐ Asian  
☐ Hispanic/Latino ☐ Native Hawaiian/Pacific Islander ☐ White  
☐ Two or more of the above categories

What is your gender? (Optional)

- ☒ Female ☐ Other/Prefer to self-describe \_\_\_\_\_  
☐ Male

Are you a person with a disability? (Optional)

- ☐ Yes ☒ No

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Applications are screened on the basis of information submitted and may be subject to a Livescan as part of the application process.

The information provided is factual to the best of my knowledge. I understand that I may be required to complete a Statement of Economic Interests Form as required by law, and that I will abide by all the codes, ordinances, and regulations of the City of San Bernardino and the State of California.

**Stacia Olivas**

Digitally signed by Stacia Olivas  
Date: 2024.01.08 13:37:30 -08'00'

01/08/20

SIGNATURE

DATE

**Return to: The City of San Bernardino Council Office**

**Electronically: [Council@sbcity.org](mailto:Council@sbcity.org)**

**By Mail: 290 North D Street, San Bernardino, CA 92401**

**In Person: 290 North D Street, 1<sup>st</sup> Floor – City Information Center, San Bernardino, CA 92401**

\*Attach a resume and/or additional information which you feel will assist the Mayor and City Council in their selection.

SKILLS

5 yrs Direct Mgmt & 10+ yrs In-Direct Mgmt

10 yrs Project Management

15 years Managerial Experience

Automation and Optimization

Business Analytics

Business Relationship Management

CRM

Constituent Services

Database Management

Digital Marketing

Strategic Planning

Fiscal Budgets

Product Dev & Marketing

TECHNICAL SKILLS

Business Analytics	SAS 9.4, SAS Studio, SAS Enterprise Guide, Excel, SQL, Tableau, ArcGIS, BallyBI, Alteryx, PowerBI	Web	HTML, CSS, Wix, Drupal, WordPress
CRM	InforCRM, Sage, ZohoCRM, VizExplorer HostViz and Salesforce	Email Marketing	Salesfusion, Marketo, Zoho, Moveable Ink, Constant Contact, etc
Other	Workfront Project Management, Workfront DAM, Smartsheet, MS Project, Sprout Social, IGT, Konami, FloorVizOps, BallyCMS, ACSC & AS400	Certifications	Business Relationship Mgmt Certificate, ITIL, CSPO, Project Management Certificate, Six Sigma Yellow Belt, RHIA

EDUCATION

**Masters of Science Information Technology Management - Business Analytics Concentration**  
California Baptist University (3.93 GPA)

**Masters of Business Administration - Marketing Emphasis**  
University of Redlands (3.85 GPA)

WORK EXPERIENCE

**Director of Strategic Planning & Services**  
SMBMI dba Yaamava Casino & Resort

2023 - Present

Highland, CA

Achievements/Tasks

- Partner with Executive Leadership and Council Members in the development and approval of an **Annual Strategic Roadmap**, including short term or long-term goals, program development, and procedures for current Programs & Services
- Proposed and Presented Annual CapEx and OpEx department budget required to accomplish 2022-2024 business objectives
- Leadership & Training: Supervisor responsibilities for a team of 8 high-performing professionals** (Program Managers, Project Managers, VIP Managers and Project Analyst), include interviewing, hiring and training employees; planning, assigning reviewing and directing work; evaluating and appraising performance; addressing complaints and resolving problems
- Provide strategy and technical guidance on high-priority projects as it relates to all sub-verticals within Tribal Community Services
- Roadmap govt tech ecosystem and integrations intended for optimization, capability, ie; Government Services CRM & Surveys
- Notable Projects: Building Refreshes, New Venue Openings, Road Infrastructure, Emergency Planning, Cross-Portfolio Loyalty Launch, Cellular Infrastructure, Community Events, 2023 Pow Wow & Exhibition, Portfolio Mgmt - 1,433+ initiatives (2023)

## WORK EXPERIENCE

### Strategy & Execution Manager SMBMI dba Yaamava Casino & Resort

09/2021 - 09/2023

Highland, Ca

Tribal Casino & Resort

#### Achievements/Tasks

- Partner closely with the VP of Tribal Community Services and Executive Leadership in the development, approval, and execution of the Strategic Program Roadmap, in addition the **2022 Annual Department Budget & 2022 Mid-Year Adjusted Budget**
- Lead project management teams and cross-functional stakeholders throughout the lifecycle of approved projects executed under the TCS program. Over 335 initiatives completed, from MBOs, Programs, Projects, Sub-Projects and Op Events
- **Leadership & Training: Supervisor responsibilities for a team of 4 high-performing professionals** (Program Managers, Project Managers, and Project Analyst), include interviewing, hiring and training employees; planning, assigning reviewing and directing work; evaluating and appraising performance; rewarding and disciplining employees
- Notable Projects: Exclusive Yaahaviatam Loyalty Club Launch (MarTech Initiative), TCS Office Remodel and Parking Expansion, Annual Tribal Youth Concert, San Manuel Pow Wow Program (2022 Pow Wow, 2023 Exhibition, Resort Retail Strategy & Launch, E-Commerce, and Website Launch)
- 2022 Leader of the Quarter (Q4)

### Sr. IT Business Services Analyst - MarTech and Gaming Ops SMBMI dba San Manuel Casino

11/2019 - 09/2021

Highland, Ca

Tribal Casino and Resort

#### Achievements/Tasks

- Provided leadership and insight for marketing technology initiatives in collaboration with the Corporate IT & Marketing Executives and secondary liaison for Gaming Executives
- Project Management: Lead and directed high-priority complex projects for the marketing business units, which required considerable resources and high levels of cross-functional integration and interaction with business sponsors. Track and report project statuses, risks, budget and etc within PMO guidelines
- **Leadership: Mentored other Business Services Analysts and new Executive Leadership through out the organization** on all MarTech initiatives and was the technical lead on large projects related to assigned marketing business units and systems. Led remote training sessions for up to 70+ business team members and business leadership during unprecedented times
- Notable Gaming Projects: (2) Website Projects, Casino Management System Replacement - 3rd Party Integrations, FloorViz Ops - CMS Integration, CMS - MarTech Gap Analysis, CRM - CMS Integration, Event Management System Rollout, Mobile App Loyalty Marketing Gap Analysis, CRM Strategy 2.0, HostViz CRM Optimization Project

Contact : Amol Chand - IT Business Services Manager (909) 894-8474

### IT Business Relationship Manager - MarTech SMBMI dba San Manuel Casino

11/2017 - 11/2019

Highland, Ca

Tribal Casino and Resort

#### Achievements/Tasks

- **Leadership: Provide consulting on \$16 million MarTech Stack and all marketing technology initiatives in collaboration with the Corporate Marketing Executives** from the following marketing sub-departments: Strategic, Creative, Database, Digital Marketing, CRM, Sponsorship, Brand, Entertainment and Social Media
- Portfolio Management: Prepared all formal documentation and presentations for purchase, i.e., BRD, RFP and Business Case. Prepared presentations, analysis and justification for multi-million dollar projects
- Marketing Product Management: Provided guidance and in-direct leadership to product managers, internal software developers, data services teams, international software developers, and project managers. Managed project tasks and led prioritization for development throughout the project lifecycle
- Notable Projects: (3) Website Projects, Website Customer Portal, Artificial Intelligence, CRM Upgrades, SMS Platform, Email Automation Platform, (2) Mobile App Projects, Social Media Management, Online Gaming Rewards Store, Digital Asset Management Implementation, Sports Online Gaming RFP, 2017 F&B Tech Roadmap (POS changeover, Payment Gateways, System Upgrades, 3rd party system integrations) and 2017-2019 MarTech Roadmap

Contact : Marty Backover - Director of IT Business Systems - (702) 308-1311



## WORK EXPERIENCE

### Marketing CRM Specialist

#### San Manuel Casino

09/2016 - 11/2017

Highland, Ca

Tribal Casino & Resort

##### Achievements/Tasks

- **Marketing Campaigns:** Responsible for weekly personalized digital campaigns with offers valued at \$4-5M and up to \$28M monthly. Launch 102+ monthly marketing campaigns through omni-channel marketing software tools. Refined messaging through personalization of email templates and other advanced features to optimize communication with clients, via dynamic content including multi-language targeting
- **Marketing Analytics:** Identified the success and fluctuations with the digital omni-channel campaigns via SAS BI and Data Analysis. Structured and shared analysis with Marketing team to bring insights about the growing audience to the forefront for marketing and CRM efforts
- **Programmatic Marketing:** Managed and led tasks in direct correlation with digital marketing campaigns and social media ads. Increased digital campaigns by 310% within the first two months of hire, by taking on 57 additional email campaigns. Successfully launched personalized multi-language email campaigns in the following languages; Chinese, Mandarin, Vietnamese, etc.
- **Leadership and Training: Demonstrated in-direct leadership by providing CRM system training to leadership and 40+ team members throughout the organization.** Conduct and lead team collaboration exercises to improve cohesiveness.
- **Social Media:** Leveraged social media tools (FB, Instagram, LI, Google, etc.) to drive engagement via Ad Hoc Marketing Campaigns

Contact : Dena Negrete - Marketing Consultant (909) 957-1156 and Amber Gettings - Marketing Automation Manager (951) 237-1934

### Marketing and Retail Operations Analyst

#### United Pacific

03/2016 - 09/2016

Gardena, Ca

Convenient Store Chain

##### Achievements/Tasks

- **Led business development and marketing analytics for the CEO and VP of Marketing & Operations.** Provided weekly c-level presentations on regional performance by state, region, and 321 individual store sites. Presented the **2017 Annual Marketing Budget** for the corporate board members; CEO, CFO, etc.
- **Marketing CPG Product Analysis:** Prepared proforma and post-analysis on all consumer packaged goods and retail product offerings through Tableau and Alteryx
- **Loyalty Marketing Campaigns:** Developed lead generation campaigns to increase the size of the loyalty database. Present marketing campaign strategies that would increase consumer spend and frequency
- **ERP Implementation Project:** Performed CPG Audit and data analysis for a 142 site company merger and ERP changeover
- **Prepared periodic and quarterly budget reviews and justifications—labor and OT analysis for all 3,500+ team members**

### Database Marketing Analyst

#### Morongo Casino Resort & Spa

01/2015 - 03/2016

Cabazon, Ca

Tribal Casino Resort & Spa

##### Achievements/Tasks

- **Led all business development and marketing analytics for the Executive Director of Marketing.** Presented research findings for executive level review, which included performance of the following: Gaming, F&B, Hospitality, and Casino Marketing
- **Marketing Campaign Management:** Utilized CMS and CRM tools to prepare digital or direct mail marketing campaigns from beginning to end. Develop marketing campaign strategies for increased average spend and new loyalty acquisitions. Manage direct mail & digital campaign activities via Viz Explorer CampaignViz, ShowCase Query, BallyBI, BallyCMS, ACSC and AS400
- **Leadership and Training : Demonstrated in-direct leadership by providing Project Management for a property-wide CMS Changeover, which included system training to leadership and team members throughout the organization.** Manage and mentor Marketing Coordinator for monthly mailer campaigns and Content Specialist for web page enhancements
- **Marketing Analysis & Doctoral Research:** Led doctoral research and analyze the 1.2 million customer base on behalf of Tribal Citizens. Monitored responses to multiple marketing campaigns and behavioral activity for the 6.9 million annual visitors
- **Revenue Management:** Collaborated with Hotel Executives and Marketing Executives to improve cash v. comp, hotel yield strategies. Specialized in driving advanced bookings and guest experience. Executed direct-to-consumer reservation strategy to improve overall occupancy and profitability. Implemented and monitored daily, quarterly, and annually hotel performance
- **Fiscal Management:** Conducted analysis and presented a \$500M **Annual Budget & 2016 Property Marketing Plan**

Contact : Panadda Arayansaka - Database Marketing Manager (323) 810-0823

## WORK EXPERIENCE

### F&B Analyst and Project Lead San Manuel Casino

10/2010 - 01/2015

Highland, Ca

Tribal Casino

#### Achievements/Tasks

- Led business development and F&B analytics for executive review. Provided quarterly presentations for senior leadership. Created and automated weekly financial snapshots aka Executive Dashboards of all F&B restaurants, bars, and food carts
- Fiscal Management: Performed quarterly and annual budget analysis for nine different venues within the F&B Department size of 667 employees. Recommended operational improvement strategies that increased profit margins by 42%. Provide analysis and present the **2015 Annual Department Budget** to the executive leadership; Jimmy Starcher and Steve Lengel
- Business Analytics: Product Mix Analysis, Menu Engineering, COGS, Sales Forecasting, RevPASH, and CPG Analysis
- Business Process: Led updates and revisions to all 18 Policies and Procedures for maintaining compliance with the Gaming Commission
- **2013-2015: Performed supervisor responsibilities for data entry assistant and mentorship for (3) administrative assistants.** Responsibilities include interviewing, hiring and training employees; planning, assigning reviewing and directing work; evaluating and appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems
- 2013 Employee of the Month and 2013 Employee of the Year

Contact : Robert Mejia - F&B Director and Suzanne Camacho - Administrative Services Manager (909) 659-5532

### Service Expert Supervisor 24 Hour Fitness (295 East Caroline Street)

06/2006 - 08/2007

San Bernardino, Ca

Health and Fitness Franchise

#### Achievements/Tasks

- Reported to Service Expert Manager. Trained and developed all new membership counselors and staff to ensure a member-centric service approach
- **2006-2007: Performed direct leadership through supervisor responsibilities for a team of (4) Membership Counselors and staff** which included interviewing, hiring and training employees; planning, assigning reviewing and directing work; evaluating and appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems
- Attentively listened/responded to guests and members for an improved customer experience
- Managed off-site marketing events for lead generation and brand awareness
- Ranked in the Top 10 Female Performers in Q3 2006 for SoCal Region

Contact : Jennifer Nguyen - (909) 306-6323; jennthepm@gmail.com

## VOLUNTEER EXPERIENCE

### Assistant Youth Baseball Coach Ken Hubbs Memorial Little League

05/2021 - 09/2021

Colton, Ca

Little League Baseball

#### Tasks/Achievements

- Assistant Coach for youth baseball 9-12 years old. Little League Baseball and Softball is an organization designed to build good citizens. It is a program of leadership, preparing today's youth to be tomorrow's leaders

### Head Baseball Coach PONY Baseball and Softball

05/2021 - 08/2021

Colton, Ca

Little League Baseball

#### Tasks/Achievements

- Head Coach for youth baseball age group 5-7. Colton Pony Baseball, PONY Baseball, was formed as a mode of community action to help young people develop into better adults through participation; in organized, supervised recreation

## VOLUNTEER EXPERIENCE

### Health Information Management Intern

#### Dignity Health - St. Bernardine Hospital

05/2013 - 07/2013

San Bernardino, CA

##### Tasks/Achievements

- Provided assistance to management in the Health Information department and Patient Financial Services. The internship at St. Bernardine Medical Center has afforded me the opportunity to acquire a better understanding of the Revenue Cycle Process and the role of the supporting departments that are involved
- Under the direction of the RAC coordinator, the position was responsible for tracking appeals and denials for reimbursement. During the duration in Patient Financial Services, Worked closely with RAC Complex Coordinator in tackling the CMS Interim Ruling for any loss revenue. Researched and analyzed medical records for InterQual Criteria
- Under the direction of the Coding Manager, assisted in providing updated reporting methods for coder productivity analysis. Improved reporting methods for coder productivity. Performed analysis and audits for patient charges that were either incorrect, missing, or duplicates

### Health Information Management Intern

#### Arrowhead Regional Medical Center

08/2012 - 09/2012

Colton, CA

##### Tasks/Achievements

- Fiscal Management: Assisted as an intern in the 2012 annual and quarterly budget analysis for a large acute facility
- Regulatory Compliance: Knowledgeable in the importance of and maintaining department compliance to regulating bodies, such as; State, Federal, OSHA, HIPAA, CMIA, OSHPD, and Joint Commission
- Demonstrated excellent presentation skills, while providing training programs for compliance purposes. Assisted in querying for data and creating reports through Medi-Tech for OSHPD and Performance Improvement
- Workflow Management: Created a workflow chart that detailed the flow of processes within the Health Information department. The analysis of this process enables the department to determine how the organization can improve the quality of care, while capturing any possible loss revenue. Performed productivity analysis and compiled data for standard reports

## PERSONAL PROJECTS

### Agritourism Technology City Project (06/2020 - 08/2020)

- Develop a marketing plan and digital technology roadmap for fast-tracking agritourism in the City of Yucaipa

### Frito-Lay Consumer Behavior Analytics Project (01/2020 - 03/2020)

- Research and develop a product marketing plan for consumer segmentation opportunities

### The Boston Beer Company - Global Marketing Strategy (09/2017 - 12/2017)

- Developed a marketing plan and go-to-market strategy for global expansion

### MyAthlete Website & CRM Project (09/2017 - Present)

- Capstone Project: Developed a marketing plan and tech plan for a business startup geared around youth sports information management



## Sheena Felix

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**From:** [REDACTED]  
**Sent:** Monday, January 8, 2024 1:46 PM  
**To:** Council  
**Subject:** The City of San Bernardino Coucil Office  
**Attachments:** Board(s), Commission(s). & Citizen Advisory Committee(s) Application.pdf; Stacia's Resume 01.05.23.pdf

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Caution - This email originated from outside the City - Verify that the Email display name and Email address are consistent. - Use caution when opening attachments.

Hello,

I would like to express my interest in serving on any upcoming potential board, commission or citizen advisory roles. Attached is my resume and application form. Please let me know if you have any questions or would like to speak with me further regarding my application.

Thank you,  
Stacia Olivas  
[REDACTED]