



August 14, 2024

Honorable Members of the City Council
c/o City Clerk
City Hall, Room 395

Honorable Members:

Subject to your confirmation, I have appointed Mr. Derek Powell to the Central Area Planning Commission for the term ending June 30, 2029.

I certify that in my opinion Mr. Powell is especially qualified by reason of training and experience for the work which shall devolve upon him, and that I make the appointment solely in the interest of the City.

Mr. Powell will fill the vacancy created by the departure of Oliver DelGado.

Sincerely,

A handwritten signature in black ink that reads "Karen Bass". The signature is written in a cursive style with a large, stylized "K" and "B".

KAREN BASS
Mayor

KB:tga

Attachment

COMMISSION APPOINTMENT FORM

Name: Derek Powell
Commission: Central Area Planning Commission
End of Term: 6/30/2029

Appointee Information

1. **Race:** African American / API
2. **Gender:** Male
3. **Council District and neighborhood of residence:** 14 - Central
4. **Are you a registered voter in the City of Los Angeles?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** MBA, Paul Merage School of Business, University of California, Irvine
7. **Occupation/profession:** Chief Growth Officer, Edisen
8. **Experience(s) that qualifies person for appointment:** See attached resume
9. **Purpose of this appointment:** Appointment
10. **Current composition of the commission (excluding appointee):**

Commissioner	APC	CD	Race	Gender	Term End
VACANT	Central				6/30/2029
Stromberg, Julie	Central	5	Caucasian	F	6/30/2025
Kang, Steve	Central	10	API	M	6/30/2027
Lawrence, Maleena	Central	14	African American	F	6/30/2028
VACANT					6/30/2026

DEREK VAN POWELL

EXECUTIVE SUMMARY

As a senior industry and consulting executive with 20+ years of media strategy & operations experience, I encourage my clients to develop innovative ideas and forward-thinking programs so they can create business and technology solutions that improve the storytelling process for producers. This includes developing and managing strategic programs to enhance operational performance, new production development, optimize growth plans, and generate sustainable profitability gains.

AREAS OF EXPERTISE

- Market Entry & Go-To-Market
- Emerging Media Technologies
- Studio & Broadcast Operations
- Growth Strategies
- Operational & Strategic Cost Improvement
- Digital Consumer Experience & Engagement

PROFESSIONAL EXPERIENCE

EDISEN

2024 - PRESENT

Chief Growth Officer

Los Angeles

Responsible for the development and execution of comprehensive growth strategies, driving revenue expansion and market share gains. Collaborating closely with cross-functional teams, help identify and capitalized on new business opportunities, optimized customer acquisition and retention efforts, and fostered a data-driven culture to inform strategic decision-making.

ALTMAN SOLON

2020 - 2024

Director

Los Angeles

Equity partner and Los Angeles Office Managing Director focused on media/entertainment specialized in business model transformation, subscriber engagement, content rights assessment / valuation, content acquisition strategy balancing, product and service design for entertainment propositions, geographic expansion, scaling and diversification and transaction support and target assessments in all the above.

- Led sell-side and buy-side commercial due-diligence engagements; evaluating investment opportunities in digital/media technologies, content production facilities, and content distribution operations; identifying market size, headwinds/tailwinds trends, risks, and upside growth opportunities.
- Led strategy engagements to assess strategic paths for improving operational performance including creating strategic frameworks to assess current state, developing future growth models, and defining execution requirements. Other types of engagements include evaluating market opportunities, assessing competitive environment, and identifying best practices relative to client's target operating model and building business case scenarios and investment requirements.

DELOITTE CONSULTING LLP

2014 - 2020

Senior Manager, Strategy & Operations

Los Angeles

Deloitte Consulting's Strategy & Operations practice provides strategic services across technology & architecture, data & analytics operations, and emerging technologies (IoT, blockchain, AR/VR and robotic automation) for the media & entertainment industry.

- Lead \$2.5M direct-to-consumer transformation operations that combined physical and digital content supply chain operations and integrated marketing and advertising platform program.
- Support the design and development of new S&OP processes to manage the business transition from physical to digital consumption and identify opportunities to optimize profitability at store level for VMI operations. Same-store profitability performance increased up to 20% based on changes in product mix and category management guidelines.
- Delivered projects and managed strategic programs and operations that include strategy & architecture (cloud, tech stack), strategy & operations (scenario planning, capabilities development), emerging media technologies (IoT, analytics, AR/VR, telematics), operations (robotics, process automation) and privacy compliance (CCPA, GDPR).

- **SONY CORPORATION, SONY DADC NEW MEDIA SOLUTIONS** **2012 - 2014**
Senior Vice-President, Digital Supply Chain Operations Planning & Development **Los Angeles**
 Sony DADC New Media Solutions is a \$65M+ digital supply chain services company focused on the design, development, implementation, and execution of creative consumer engagement services, fulfillment solutions and advertising distribution services.
 - Collaborated with sister companies to identify opportunities to co-developed new digital services and expanded existing core services across content and data operations.
 - Implemented organizational program plan and led a 10-person cross-functional team to support emerging market offerings by leveraging offshore partners, maximizing resource utilization and reducing labor costs by 18% without headcount reduction.
 - Implemented internal workflow capacity planning procedures and performance metrics across end-to-end product development, production and quality processes, resulting in 45% increase in asset utilization and reduction in annual labor costs of \$1.2M.

WARNER BROS. HOME ENTERTAINMENT GROUP **2002 - 2011**
General Manager & Senior Vice-President **Los Angeles**
Vice-President, Worldwide Supply Chain Operations **Los Angeles**
Vice-President, Asia Pacific, Australia & Latin America Operations **Tokyo**
 Managed US\$100M budget and hire, train, and coach 200-member operations team while overseeing day-to-day operations (supply chain planning, bill of material procurement, manufacturing and finished goods assembly, distribution, logistics and retail operations) across 9 affiliate countries and 8 licensee markets. Managed 35-member new technology R&D and production team and 85-member operations teams with US\$170M production budget and oversaw day-to-day production planning activities for all new release, catalog, and special interest products.

- Led global committee to implement SAP Product Lifecycle Management solution that integrates cross-functional multi-year production budgets, product configurations, release slates and change controls.
- Decreased supply chain spend by US\$15M by introducing and implementing new commercial programs, including vendor managed inventory (VMI), collaborative release planning, and sales & operations planning (S&OP) across fast developing markets.
- Planned, designed, and deployed global business transformation and change management initiatives that included developing business cases, conducting focus interviews, and performing business and organizational diagnostics to validate future state design characteristics.

OTHER POSITIONS HELD

RIVERONE Manager, Supply Chain Solutions | Director, Strategic Operations & Product Development
ACCENTURE Summer Intern | Sr. Analyst | Consultant, High-Tech Supply Chain
UNITED STATES AIR FORCE Structural & Mechanical Engineer | Propulsion Engineer | Satellite Integration Manager

EDUCATION

Advanced Management Program 183, Harvard Business School
MBA, Paul Merage School of Business, University of California, Irvine
BS, Astronautical Engineering (Military Distinction - top 5% of class), US Air Force Academy

AFFILIATIONS

Vice-Chair, Dean's Leadership Circle, Paul Merage School of Business, University of California, Irvine
 Member, Board of Directors, Harvard Business School African American Alumni Association
 Member, Board of Directors, A Thousand Joys (non-profit organization)
 Board of Directors / Treasurer, Debbie Allen Dance Academy (non-profit organization)
 Board of Directors / Treasurer, Global Village Foundation (non-profit organization)
 Lifetime Member, National Association for the Advancement of Colored People (NAACP)
 Lifetime Member, National Society of Black Engineers (NSBE)



KAREN BASS
MAYOR

August 14, 2024

Dear Mr. Powell:

I am pleased to inform you that I hereby appoint you to the Central Area Planning Commission for the term ending June 30, 2029, subject to confirmation by the City Council.

To begin the appointment process, please review, sign, and return the enclosed Remuneration Form and undated Letters of Separation **within one week** of receiving this letter. These documents are necessary to ensure the most efficient, open, and accountable city government possible.

Mayor's Office policy requires all potential commissioners to be fingerprinted as part of the background check. The Commissions team will assist in connecting you with Personnel's Background Unit so that you may schedule an appointment to have this done. You must schedule the appointment **within one week** of receiving this letter.

Should this apply to your commission, you will be receiving a packet from the City Ethics Commission containing information about the City's conflict of interest laws, and a copy of the State Form 700/Statement of Economic Interests. You are required to complete and return this form **within 21 days** of your nomination to the City Ethics Commission via the California Fair Political Practices Commission's eDisclosure website, or by mailing the forms to City Hall at 200 N. Spring Street, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Nicole Enriquez at the City Ethics Commission by email at nicole.enriquez@lacity.org.

As part of the appointment process, Kevin de Leon, your Councilmember, and Councilmember Marqueece Harris-Dawson, the Chair of the Planning and Land Use Management Committee, may wish to meet with you to answer any questions they have. Our office will assist with arranging these meetings.

Mr. Derek Powell
August 14, 2024
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Additionally, you will be required to attend public meetings at City Hall where your appointment will be considered. You will be hearing from our office and a City Council Clerk who will let you know when your appointment will be considered by the Planning and Land Use Management Committee. Sometime thereafter, you will be notified of the date when your appointment will be presented to the full City Council. Before you may begin serving, you will be required to take the Oath of Office in the City Clerk's Office located in Room 395 of City Hall. If you require parking for these meetings, please contact my Commissions team by email at myr-commissions@lacity.org.

Per the City Charter, most commissioners must be registered voters of the City of Los Angeles, and must therefore reside within Los Angeles. If you move at any point during your term, or your contact information changes, please contact my Commissions team immediately at the email address listed below. While we hope that you complete a successful term, if for some reason you intend to resign, please do so in writing to my Commissions team at myr-commissions@lacity.org.

Congratulations, and thank you for agreeing to serve the people of Los Angeles.

Sincerely,

A handwritten signature in black ink that reads "Karen Bass". The signature is fluid and cursive, with the first name "Karen" and last name "Bass" clearly distinguishable.

KAREN BASS
Mayor

KB:tga

Attachment I
Mr. Derek Powell
August 14, 2024

Nominee Check List

I. Within 7 days:

- ☐ Email the below completed documents, found on the last three pages of this letter, to: myr-commissions@lacity.org OR mail them to:

Office of the Mayor
Attn: Thomas Arechiga
200 N. Spring Street, Room 303
Los Angeles, CA 90012

- Remuneration Form
- Undated Separation Letters (2)

- ☐ Schedule an appointment to get fingerprinted to complete a background check. The Commissions team will assist in connecting you with the Personnel Background Unit.

II. Before your appointment is heard in committee or full council (you will be contacted by the Clerk's Office with this date):

- ☐ File the following forms with the City Ethics Commission. If you are required to file, you will receive these forms via email from that office. Be sure to take no more than 21 days to file, per City law.

- Statement of Economic Interest ("Form 700")
IMPORTANT: The City Council will not consider your nomination until your completed form is reviewed by the Ethics Commission.
- CEC Form 60

III. The Mayor's Office will notify the below Councilmembers of your nomination, so that they may reach out to schedule a meeting with you should they wish.

- ☐ Your City Councilmember Kevin de Leon
- ☐ Councilmember Marqueece Harris-Dawson, Chair of the Council Committee considering your nomination

IV. Public Meetings at City Hall:

- ☐ Planning and Land Use Management Committee Hearing
- ☐ Full Council Hearing