



ERIC GARCETTI
MAYOR

June 9, 2021

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

Honorable Members:

Subject to your confirmation, I have reappointed Ms. Noramay Cadena to the Housing Authority of the City of Los Angeles for the term ending June 30, 2025. Ms. Cadena's current term expires on June 30, 2021.

I certify that in my opinion Ms. Cadena is qualified for the work that will devolve upon her, and that I make the appointment solely in the interest of the City.

Sincerely,

A handwritten signature in black ink, appearing to read 'E. Garcetti', with a horizontal line extending to the right.

ERIC GARCETTI
Mayor

EG:dlg

Attachment

COMMISSION APPOINTMENT FORM

Name: Noramay Cadena
Commission: Housing Authority of the City of Los Angeles
End of Term: June 30, 2025

Appointee Information

- 1. Race/ethnicity:** Latina
- 2. Gender:** Female
- 3. Council district and neighborhood of residence:** 7 - North Valley
- 4. Are you a registered voter?** Yes
- 5. Prior commission experience:** North Valley Area Planning Commission, Housing Authority of the City of Los Angeles
- 6. Highest level of education completed:** M.B.A., Sloan School of Management and M.S. in Engineering Systems, School of Engineering, Massachusetts Institute of Technology
- 7. Occupation/profession:** Co-founder & Managing Director, MAKE IN LA
- 8. Experience(s) that qualifies person for appointment:** See attached resume
- 9. Purpose of this appointment:** Reappointment
- 10. Current composition of the commission:**

Commissioner	APC	CD	Ethnicity	Gender	Term End
Castro, Cielo	East	14	Latina	F	30-Jun-21
Bryan, Ana	East	14	Latina	F	30-Jun-21
Tenenbaum, Daniel	West	11	Caucasian	M	30-Jun-23
Cadena, Noramay	North Valley	7	Latina	F	30-Jun-21
Hooper, Lucelia	Harbor	15	African American	F	30-Jun-24
De La Cruz, Delfino	North Valley	7	Latino	M	30-Jun-24
Bakewell, Taelor	East	14	African American	F	30-Jun-22

NORAMAY CADENA

OVERVIEW

- Corporate + startup + venture capital + nonprofit experience.
- Tech/community press features in Forbes, Mashable, Entrepreneur Magazine, Huffington Post, CNET.
- +12 years of corporate tech experience across aerospace and biotech industries; 3 degrees from MIT.
- Co-founder/advisor to non-profit Latinas in STEM Foundation promoting Science, Tech, Engineering & Math among women from underserved groups.
- Member of Housing Authority Commission of Los Angeles, one of the nation's largest and leading public housing authorities; oversee +\$1B budget and programs providing over 75k public housing units.

EXPERIENCE

MAKE IN LA (Accelerator and venture capital fund) Los Angeles, CA

Co-founder & Managing Director

2015 – present

- Co-founder of early stage hardware accelerator and venture capital fund; invested +\$1MM in 11 seed stage startups to date.
- Spearheaded community & resource network for tech startups in Los Angeles. Led projects to support female founders, develop a pipeline of makers, and expand our reach to underrepresented founders.

LATINAS IN STEM Foundation

Los Angeles, CA

Co-founder & Executive Director, Board of Directors

2013 – 2016

- Founding member of national non-profit headquartered in Los Angeles; advise organization's initiatives across K-12 outreach and college student support, including fundraising, programming development and national partnerships.

BOEING DEFENSE, SPACE & SECURITY

El Segundo, CA

Integrated Product Team Leader, Satellite Integration, Test & Launch

2011 – 2015

- Led cross functional team (20-60 members) responsible for the assembly and test of two commercial satellites.
- Held profit and loss accountability for MM dollar budget/schedule spanning hardware delivery through satellite launch.
- Achieved 15% recurring hour reduction from first to second vehicle and 8% reduction from previous product line baseline through process improvements and effective resource utilization.

AMGEN (A leading human therapeutics company in the biotechnology industry)

Thousand Oaks, CA

Operations Intern, Supplier Quality Management

June 2010 – December 2010

- Developed a new supplier relationship management program to improve raw material quality and achieve supply chain integrity. Produced a process map that led to improvement projects throughout the value stream of a critical supplied component.

BOEING COMMERCIAL AIRPLANES

Everett, WA

Supervisor, 787 Final Assembly & Delivery

2008 – 2009

- Led cross-functional team & coordinated support for 400 mechanics on one of the first 787 airplanes.
- Reduced support team backlog by +50% and reduced average resolution time to historic program lows.
- Gave daily direction to 100+ engineers, manufacturing planners and quality personnel; team included unionized employees and timing included labor negotiations and a subsequent labor union strike.

Systems Engineer & Integrated Product Team (IPT) Leader, 777 Program

2006 – 2008

- Led product development life cycle of high profile 777 airplane requiring 113K engineering design hrs.
- Interacted with high-risk suppliers, customers, and other stakeholders to ensure effective new feature integration, on-time delivery of supplied parts, and execution of manufacturing build plans leading to ontime aircraft delivery.
- Facilitated risk identification and mitigation plan creation, approval and execution for over 150 risks.

BOEING INTEGRATED DEFENSE SYSTEMS

El Segundo, CA

Test Director & Test Engineer, Commercial Satellite Integration & Test Group

2003 – 2006

- Cross-functional team leader responsible for the system-level verification testing of the DirecTV10 satellite bus from initial integration through launch operations. Managed shift-by-shift work for team of twelve test engineers.
- Satellite test engineer for a Boeing proto-flight satellite from initial integration through launch operations.

EDUCATION MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Cambridge, MA Leaders for Global Operations (LGO) Fellow

2009 – 2011

MBA, Sloan School of Management & MS in Engineering Systems, School of Engineering Bachelor of Science, Mechanical Engineering, School of Engineering

1999 – 2003

LEADERSHIP & COMMUNITY

- Civic service: Appointed by the Los Angeles mayor to the Housing Authority Commission of Los Angeles –2016 – present. Appointed to the North Valley Planning Commission – 2014-2016.
- Featured Speaker: World Summit on Innovation & Entrepreneurship 2014, TEDx Boyle Heights 2014.
- Recognition: 1 of 9 top women engineers by Business Insider 2016, Top 20 Latinos in Technology by CNET 2014.
- Award: “Emerging Leader” by Society of Women Engineers – 2015.
- Award: “Most Promising Engineer” by Great Minds in STEM (GMiS), awarded to 2 students nationally – 2008.
- Languages: Fluent in Spanish.



ERIC GARCETTI
MAYOR

June 9, 2021

Dear Ms. Cadena:

I am pleased to inform you that I hereby reappoint you to the Housing Authority of the City of Los Angeles for the term ending June 30, 2025. In order to complete the process as quickly as possible, there are several steps that must be taken, many of which require visiting City Hall. If you require parking during these procedures, please call Claudia Luna in my Office at (213) 978-0621 to make arrangements for you.

To begin the reappointment process, please review, sign and return the enclosed Remuneration Form, Undated Separation Forms, Background Check Release and Information Sheet **within one week** of receiving this letter. These documents are necessary to ensuring the most efficient, open and accountable City government possible.

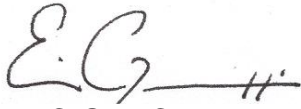
As part of the City Council confirmation process, you will need to meet with Monica Rodriguez, your Councilmember, and Councilmember Gilbert Cedillo, the Chair of the Housing Committee, to answer any questions they may have. You will be hearing from a City Council committee clerk who will let you know when your reappointment will be considered by the Housing Committee. Some time thereafter, you will be notified by the committee clerk when your reappointment will be presented to the full City Council for confirmation. Once you are confirmed, you will be required to take the oath of office in the City Clerk's Office in Room 395 of City Hall. Claudia Luna will assist you during the confirmation process if you have questions.

Ms. Noramay Cadena
June 9, 2021
Page 2

If you move at any point during your term, have any changes in your telephone numbers, or in the future plan to resign (resignation must be put in writing), please contact my office immediately.

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

Sincerely,

A handwritten signature in black ink, appearing to read "E. Garcetti", with a horizontal line extending to the right.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Ms. Noramay Cadena
June 9, 2021

Nominee Check List

I. Within seven days:

Mail or email the following forms to: Claudia Luna, Office of the Mayor, City Hall, 200 N. Spring Street, Los Angeles, CA 90012 or email: Claudia.Luna@lacity.org.

_____ **Remuneration Form**

_____ **Undated Separation Forms**

_____ **Background Check Release**

_____ **Commissioner Information Sheet/Voluntary Statistics**

II. As soon as possible, the Mayor's Office will schedule a meeting with you and:

_____ **Your City Councilmember Monica Rodriguez**

_____ **Councilmember Gilbert Cedillo, Chair of the Council Committee
considering your nomination**

Staff in the Mayor's Office will assist you with these arrangements.