



CITY OF DESERT HOT SPRINGS

65950 Pierson Boulevard, Desert Hot Springs, CA, 92240 · www.cityofdhs.org · P: (760) 329-6411 F: (760) 288-3129



CITY COMMISSION/BOARD APPLICATION

GENERAL / CONTACT INFORMATION

NAME: Griffiths Dawn
 LAST FIRST MIDDLE
 ADDRESS: [REDACTED]
 STREET ADDRESS
Desert Hot Springs, CA 92240
 CITY STATE ZIP
 PHONE: [REDACTED]
 HOME WORK CELL
 EMAIL: [REDACTED]

DATE: 9/16/2019
 Appointed Commissioners must be a resident and registered voter of the City (DHSMC §2.24.040)
 Length of Residency in Desert Hot Springs: 9-10 months
 Registered Voter in Desert Hot Springs since: 2019

Indicate the following Commissions/Committees/Boards in which you are most interested in serving.
 Number in order of preference (Example: #1 for 1st choice, #2 for 2nd choice, #3 for 3rd choice, etc.)

<input checked="" type="checkbox"/> Planning Commission	<input type="checkbox"/> Oversight Board to the RDA Successor Agency	→ (Members not subject to residency requirements)
<input type="checkbox"/> Public Safety Commission	<input type="checkbox"/> Architecture and Landscape Review Committee	→
<input type="checkbox"/> Community & Cultural Affairs Commission (CCAC)		

See attachment for Commission/Committee/Board descriptions or visit the City's website at www.cityofdhs.org for more information

Occupation and Employer: Self-Employed, 3Peaks Consulting - currently at The MicroBuddery
 (If retired, indicate last occupation/employer)

The following information consists of some of the factors used by the City Council, and/or subcommittee thereof to select final applicants: 1) Background, education, experience to demonstrate sound judgement; 2) Diversity in commission membership; and 3) attendance at commission meetings prior to interview

Background / Work Experience / Civic Involvement:

* Please see my resume attach with:
 - education & background
 - work experience
 - volunteer and other

Education / Training:

* B. Science - Accounting
 • CPA certification - State of Georgia
 • Harvard University - Post graduate courses

Have you served on a City Commission or Board in Desert Hot Springs or any other City?

☒ No

☐ Yes

If yes, complete below:

CITY	COMMISSION/POSITION	WHEN	LENGTH OF SERVICE
CITY	COMMISSION/POSITION	WHEN	LENGTH OF SERVICE
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Have you ever attended a City Council Meeting?

☐ No

☒ Yes

Have you ever attended a City Commission Meeting?

☒ No

☐ Yes

If yes, list which commissions and approximately how many.

Describe your knowledge of the functions, regulations and procedures of the Commission (1st choice) on which you would like to serve:

Regarding Planning, my understanding is that the planning commission is critical in ensuring beauty, safety and ordinance compliance with new/proposed projects. Rules & regulations that exist currently will be communicated and a detailed review of compliance will be done by the Commission prior to approval.

What specific skills, attitudes, and experience do you think you have that will enhance the work of the Commission?

My technical accounting and audit experience will play an integral role in review and approval of projects. My attitude toward beauty AND functionality will go a long way toward beautification of DHS, and my financial background will assist with that immensely.

What specific issues or problems face the commission? Do you have suggestions to address these issues or problems?

We are in a growth trajectory in the Coachella Valley, largely as a result of cannabis industry infusion of business. Although this is not a problem, it could be a huge opportunity to bring business - not just cannabis - into the City to help fuel the growth.

Appointed Commissioners will be required to submit a Fair Political Practices Act, Statement of Economic Interests (pursuant to Government Code §87200 and/or Desert Hot Springs Municipal Code Section §2.20.050)

NOTE: This document is a public record and is subject to disclosure pursuant to the California Public Records Act. Personal contact information will not be released without consent. Your Application will be considered by the City Council, provided that a vacancy exists on a Commission or Board for which you have applied. If there is no vacancy, your application will be kept on file for two years, to be considered when an opening does occur.

I hereby certify that the above statements are true and correct to the best of my knowledge:

[Redacted Signature]

Applicant's Signature

7/19/2019
Date

SUBMISSION INSTRUCTIONS

→	Save the application for your records	→
AND	Submit the application to jsoriano@cityofdhs.org	
OR	Print and mail to: City of Desert Hot Springs Office of the City Clerk 65950 Pierson Boulevard Desert Hot Springs, CA 92240	→

Finance / Sales Operations Executive

20+ years' success leading financial, accounting, reporting, and sales operations from strategy development to execution in rapid growth technology organizations

Trusted business partner to CEO, board of directors, and executive teams, with repeated accomplishments directing all financial, accounting, and sales operations functions. Expertise in measurement-based financial management from budgeting, forecasting, and reporting through internal and external reporting and communication. Adept at seamless navigation from strategy to tactical execution, building and leading global high-performance teams, enhancing competencies by facilitating mentoring, coaching, and training to attain service excellence and business targets. Expert presenter, negotiator, and businessperson with keen understanding of sales cycle and revenue management; able to forge solid relationships with partners and build consensus across multiple organizational levels. Dual citizenship: US/Canada.

Areas of Expertise

- | | | |
|--------------------------|-------------------------------------|----------------------|
| • Executive Management | • Team Building & Leadership | • Strategic Planning |
| • Corporate Finance | • Customer Relationship Management | • Program Management |
| • Financial Modeling | • Process Design and Re-engineering | • Analytics |
| • Training & Development | • Organizational Design | • Customer Service |

Professional Experience

DMG 3Peaks Consulting, LLC, Mill Valley, CA

Co-Founder/Principal, 2016 – Present

Operate as collaborative partner providing executive consulting to emerging organizations, with a current focus on the cannabis industry. Primary consulting is collaboration and establishment corporate vision and business development strategy. Work with startups to build financial and managerial structure, SOP's, risk reduction and top-line profitable growth.

- ♦ Acting CFO at a start-up, micro-licensed cannabis company in California. Duties include assessing financial and accounting risk, establishing processes and policies to promote healthy top-line profitable growth, and hiring and organizing for rapid expansion and sales growth initiatives.
- ♦ Drove two key CFO and VP Finance transitions, working with clients to develop groundwork for seamless transition and onboarding of new executives.
- ♦ Collaborate with key clients to develop measurement-based financial management and reporting ensuring accurate planning, forecasting, and reporting.

Accenture, Plc (ACN), San Francisco, CA

Strategy Consulting Executive - Finance and Enterprise Performance, 2012 – 2015

Partnered with publicly traded organizations, including SaaS and social media companies, transforming critical financial processes and operations to maximize clients' profitable growth and revenue.

- ♦ Created and delivered strategic and tactical client initiatives, including financial forecasts and associated processes and reporting, management reports, cost containment strategies, and governance models.
- ♦ Led process improvements, transforming revenue management and reporting for large, global social media company (LinkedIn), cutting delivery time in half.
- ♦ Managed quality improvements, consolidating more than 10 disparate reporting platforms resulting from numerous acquisitions into one central platform (match.com & affiliates).

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TunaFin™, LLC, Stinson Beach, CA

Co-Founder/CFO, 2011 – 2012

Developed go-to-market and monetization strategy for patented, proprietary water board FinDrive™ system. Planned and implemented all administrative and operational policies, procedures, reporting, and governance.

- ◆ Secured two angel investors and additional operational business partners, collaborating with co-founder to promote corporate vision, strategy, and tactical execution plan.

Athenahealth, Inc. (ATHN), Watertown, MA

Chief Accounting Officer and Treasurer, 2008 – 2010

Directed all accounting and finance activities, preparing annual budget and quarterly forecasts, summarizing monthly reports, managing revenue, tax, and treasury, and overseeing daily financial transactions. Supervised team of 12.

- ◆ Designed, developed, and implemented financial reporting objectives and strategic planning, partnering with CEO and executive team to ensure effective implementation and timely decision-making.
- ◆ Built a performance culture, successfully recruiting top talent and restructuring teams, clarifying roles and responsibilities to improve internal and cross-functional relationships.
- ◆ Streamlined and standardized financial processes, reducing overall time to close books by 50%, significantly improving financial accuracy, and reducing rework by 30%.
- ◆ Developed and implemented effective employee engagement strategies, transforming finance department through continuous coaching and training, improving team morale by 50% in six months.

Salesforce.com (CRM), San Francisco, CA

Vice President—Global Finance and Sales Operations, 2006 – 2008

Championed innovative finance and sales operations strategies, improving key business processes, implementing two IT systems, and overhauling globally approved matrices.

- ◆ Drove business to increase profitability, reducing time needed to close books from 16 days to 5, lowering rework and staff overtime.
- ◆ Led multiple cross-functional process improvement projects, including streamlined approval matrices, systems implementations and upgrades.
- ◆ Chief advisor to the CFO regarding expansion initiatives, tactical resolution of strategic issues and coordination between other functions and operations within the broader organization.

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Selected Additional Experience

Salesforce.com (CRM), Vice President--Global Sales Operations, San Francisco, CA

Established direction for leading, monitoring, and reporting on key strategic improvement and growth initiatives; opened two international offices; reduced transactional costs by approximately 20%. Directed entire Order-to-Cash processes globally, supervising a team of 100.

Autodesk, Inc. (ADSK), Senior Director—Strategic Planning & Operations, San Francisco, CA

Led continuous process improvements within customer service and support arena, increasing productivity and service quality to customers through restructuring global customer support organization and maximizing output of global reseller channel through global training and communication efforts. Turned around \$25m failing operation (operating loss of -26%) to profit of approximately 40% in less than three years.

Arthur Andersen LLP, Senior Manager, Audit and Business Advisory Services, Atlanta, GA and Montréal, Canada

Coordinated and conducted financial and operational due-diligence activities related to mergers and acquisitions, including purchase and divesting activities for several publicly traded companies.

Education

High Potential Leadership Program

Harvard Business School, Cambridge, MA

Bachelor of Science, Cum Laude, Accounting

University of Wyoming, Laramie, WY

- Mortar Board
- University of Georgia, two years undergraduate scholarship