



# GWYNETH J. BORDEN

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## PROFESSIONAL SUMMARY

Public policy leader with more than 15 years of experience in the public, private, and nonprofit sectors, experienced in developing public policy strategy, regulatory guidance and compliance, and direct advocacy efforts. Expertise in internal policy development and guidelines to uphold the mission and goals of an organization.

## EXPERIENCE

### **Diamond Foundry** — *Head of Public Policy*

NOVEMBER 2020 - PRESENT

- Develop and define Diamond Foundry's agenda and voice on policy and regulatory issues to work with policymakers and regulators to create an ideal regulatory environment.
- Advocate expertly by establishing and leading public policy and government relations, and civic partnership efforts at the local, state, and federal levels.
- Advance Diamond Foundry's priorities in Washington and take a lead role in managing the company's relationships with elected and appointed leaders in jurisdictions where the business is located and expanding.
- Represent the company in the community to establish Diamond Foundry as an influential civic stakeholder and protect business interests through government and influencer relations.

### **Ground Floor Experiences, San Francisco** — *Founder*

JUNE 2019 - PRESENT

- Consultancy focused on thought leadership and strategic business advice working with hospitality businesses and startups selling into the hospitality space.
- Advise clients on operational structure, capacity, and audience development to create action plans and assets for marketing and communications, public policy, and investor outreach.
- Facilitate public policy development.

### **Golden Gate Restaurant Association, San Francisco** — *Executive Director*

FEBRUARY 2014 - MAY 2019

- The chief officer of GGRA, leading the staff and board to modernize operations and successfully achieve year-over-year growth while increasing the organization's political clout and stature.
- Overhauled operational structure and capacity: creating new staff roles, internal policies, implementing technology tools for membership engagement, creating new programs and revenue streams, and eliminating outdated programs.
- Strategically engaged and managed relationships across a variety of stakeholders including GGRA's membership, elected officials, sponsors, other business organizations, consumers, and more, growing support for the San Francisco Bay Area restaurant community.

- Develop the public policy agenda and related outreach strategy to engage board and membership with elected leadership.
- Define, execute, manage and communicate evolving regulatory issues and government relations advocacy to support or defeat legislative and ballot initiatives; issues included labor policy, tax, healthcare, land use, privacy, TCPA and PCI compliance, environmental sustainability, and antitrust.
- Manage the GGRA Political Action Committee (PAC), setting policy for supporting politicians or ballot initiatives.
- Positioned GGRA as a thought leader, contributing opinion pieces to publications including *Esquire* and the *San Francisco Business Times*, participating in radio and television interviews and on panels, and generating global press being quoted in numerous outlets including *The New York Times*, *The Wall Street Journal*, *WIRED*, *Forbes*, *Bloomberg*, *Washington Post*, *Los Angeles Times*, and *The Guardian*.
- Redefined the brand and communications presence of GGRA — from web presence to social media achieving as much as 1000% growth.

### **International Business Machines (IBM), San Francisco** — *Manager, Corporate Citizenship & Corporate Affairs, Western United States*

DECEMBER 2003 - JANUARY 2014

- Manage government and community relations for California, Washington, Oregon, Montana, Idaho, Utah, Nevada, and Alaska, implementing IBM's corporate citizenship initiatives, which leveraged the company's technological expertise to tackle societal problems.
- Perform government relations: meeting with and presenting to elected officials to showcase IBM's community impact and advocate policy positions on issues such as privacy, patent reform, tax, state, and local regulatory mandates.
- Administer regional budgets and strategy for sponsorship, cash and technology grants, and community engagement to position IBM as a top corporate citizen without being a large financial contributor.
- Represent IBM in the media and community, showcasing the company's innovation to reinforce thought leadership, particularly its Smarter Cities initiative; led a [Smarter Cities economic development project with the City of Fresno](#).
- Connect key sales teams, particularly the public sector team, to political relationships for business development, becoming a recognized leader, and chosen to participate in IBM's Leadership Development Program.
- Launched and supported the United States website of the Small Medium Enterprise (SME) Toolkit, a partnership between IBM and the International Finance Corporation of the World Bank.

### **San Francisco Chamber of Commerce, San Francisco** — *Director, Government Relations*

JANUARY 2001 - NOVEMBER 2003

- Responsible for advocating business interests at the state, local, and federal levels on all issues of importance, being the officially registered lobbyist handling regulatory affairs.
- Developed and led the Chamber's transportation, water and power, and economic development policy agendas: analyzing and advocating policies, organizing monthly forums with appropriate Bay Area agencies, participating in advisory committees, testifying at hearings, contacting elected officials on legislation, and generating letters of support.
- Performed press outreach: acted as a media spokesperson, wrote opinion editorials, talking points, and press releases to communicate the Chamber's position on transportation, economic development, tax policy, and other legislative issues.
- Planned and managed public policy programs to educate and inform the Chamber's Board of Directors and general membership, providing in-depth analysis of state and local ballot measures, recommended positions on these measures, and oversaw voter polling analysis.

## **Office of Supervisor Gavin Newsom, San Francisco** — *Legislative Aide*

OCTOBER 1999 - JANUARY 2001

- Developed, wrote, and helped to pass legislation focusing on small business issues, land use planning, non-profit and homeless policy concerns, working closely with the Mayor's Office, various city departments, and major interest groups.
- Regularly performed press outreach, writing opinion editorials, press releases, and talking points to garner media coverage for the supervisor.
- Cultivated core messaging around key policy issues for the legislator.
- Wrote resolutions, certificates of honor, constituent correspondence, business communications, and formal statements of commitments on behalf of the supervisor.
- Mediated major policy and legal conflicts, in one case, resulting in a \$750,000 legal settlement for musicians.

## **GCA Strategies, San Francisco** — *Public Affairs Project Manager*

MAY 1998 - OCTOBER 1999

- Planned and managed government, community, and press outreach strategies for clients primarily engaged in land use development issues. Clients included the CellularOne, National Electrical Contractors Association (NECA) and the International Electrical Workers Union (IBEW), Shorenstein, SKS Investments, Sutro Tower, and United Artists.
- Wrote editorials, newsletters, and talking points for hearings, letters to decision-makers, and collateral materials for influencing the land use planning process.
- Won several notable land use approvals including variances, conditional use, and multi-million dollar project approvals.

## **Rockefeller Brothers Fund, Washington** — *Project Assistant*

APRIL 1996 - MAY 1998

## **Office of Senator Barbara Boxer, Washington** — *Staff Assistant*

OCTOBER 1995 - APRIL 1996

## **CIVIC EXPERIENCE**

### **San Francisco Municipal Transportation Agency**

JULY 2014 – PRESENT

- Chair the San Francisco Municipal Transportation Agency (SFMTA) Board of Directors, the policy body that governs the SFMTA and includes the San Francisco Municipal Railway (Muni) and the Department of Parking and Traffic (DPT).
- Develop the internal and external policy agenda and its metrics for the agency and its employees to serve the public.
- Serve on the SFMTA's Policy and Governance Committee, which focuses on the overall governance of the agency and its strategic plan.

### **Host Committee, Rugby World Cup Sevens 2018**

MAY 2017 – AUGUST 2018

### **Host Committee, Super Bowl 50**

MAY 2014 – FEBRUARY 2016

## **Commissioner, San Francisco Planning Commission**

MAY 2008 – JULY 2014

- Participated in the development and approvals for major area plans and projects including the Transbay Transit Center, Eastern Neighborhoods, the Bayview Hunters Point Shipyard, Treasure Island, and Parkmerced.

## PROFESSIONAL DEVELOPMENT

**Aspen Seminar on Leadership, Values and the Good Society** (2015)

**IBM Leadership Development Program** (2008 - 2009)

**Leadership California** (2007)

## BOARDS

**Alonzo King LINES Ballet** (2021 – Present)

**SFFILM** (2018 – Present)

## EDUCATION

**Dickinson College, Carlisle, PA** — *Bachelor of Arts, Policy Studies*

## AWARDS

**Forever Influential Women in Bay Area Business, San Francisco Business Times** (2017 - 2019)

**IGNITE Honors** (2017)

**Most Influential Women in Bay Area Business, San Francisco Business Times** (2016, 2015, 2014)

**Awards Industry Leader Award, Professional Business Women of California** (2013)

**Ella Hill Hutch Award, Black Women Organized for Political Action** (2013)

**Forever Influential Women in Bay Area Business** (2011), **San Francisco Business Times** (2010 – 2013)

**Most Influential Women in Bay Area Business, San Francisco Business Times** (2009 & 2008)

**Special Recognition for Black History Month, San Francisco Board of Supervisors** (2009)

**Young Nonprofit Board Leader of the Year, Young Nonprofit Professionals Network** (2006)

**Volunteer of the Year, Bayview Hunter's Point YMCA** (2004)