



ERIC GARCETTI
MAYOR

May 29, 2018

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

Honorable Members:

Subject to your confirmation, I have reappointed Mr. Jon F. Vein to the Board of Los Angeles Convention and Tourism Development for the term ending June 30, 2023. Mr. Vein's current term expires on June 30, 2018.

I certify that in my opinion Mr. Vein is qualified for the work that will devolve upon him, 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: Jon F. Vein
Commission: Board of Los Angeles Convention and Tourism Development
End of Term: 6/30/2023

Appointee Information

- 1. Race/ethnicity:** Caucasian
- 2. Gender:** Male
- 3. Council district and neighborhood of residence:** 4 - Central
- 4. Are you a registered voter?** Yes
- 5. Prior commission experience:** Board of Los Angeles Convention and Tourism Development
- 6. Highest level of education completed:** J.D., Harvard Law School
- 7. Occupation/profession:** Private Investor
- 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
Bernard, Jeremy	Central	10	Caucasian	M	30-Jun-19
Maloyan, Stella	North Valley	12	Armenian	F	30-Jun-17
Padron, Otto	Central	4	Latino	M	30-Jun-20
Cubas, Ana	Central	1	Latina	F	30-Jun-21
Vein, Jon F.	Central	4	Caucasian	M	30-Jun-18

Jon Vein

Jon Vein is an entrepreneur, civic leader and philanthropist. Jon co-founded and served as the CEO of MarketShare, a leading cloud-based, big data marketing analytics and software company. With eight offices around the world, MarketShare had a significant impact on allocating over \$200 billion in marketing investments for more than half of the Fortune 50 companies, as well as many other businesses around the globe. In one of the largest transactions involving a Los Angeles-based technology company, MarketShare was acquired in December of 2015 by Neustar, and in December of 2016, after the successful integration of MarketShare into Neustar, Mr. Vein moved on from the company to pursue other endeavors in the public and private sectors. In 2016 and 2017 Jon was recognized as one of the 500 Most Influential People in Los Angeles by The Los Angeles Business Journal, and he was a winner of the 2016 Ernst & Young Entrepreneur of the Year Award in Los Angeles.

Prior to MarketShare, Jon served as Chief Operating Officer of Michael Ovitz's AMG (Artists Management Group) and APG (Artists Production Group), overseeing all divisions, including talent, literary, animation, sports, music, publishing, and feature film production. Jon engineered AMG's sale to The Firm, which he joined as co-head of the M&A/Strategic Advisory Services Division.

Before joining AMG/APG, Jon was Chief Operating Officer of Film Roman, the premier independent animation production company in the United States, where they produced shows such as The Simpsons, King of the Hill, Family Guy, and numerous other award-winning shows. An Emmy Award winner, Jon produced many film and television productions, including King of the Hill, The Simpsons, and the acclaimed Swimming with Sharks. Jon started his entertainment career as a founding partner of noted entertainment law firm Dern & Vein. Jon represented a wide range of individuals and companies, with deals ranging from talent and corporate level agreements to intellectual property licensing and employment agreements.

Before attending law school, Jon utilized his engineering and computer science background as a practicing engineer on the space program at Hughes Electronics and Teledyne Relays.

Jon is a board member of the Young Presidents' Organization Gold Los Angeles Chapter, as well as a former Chairman of the Golden West Chapter of the Young Presidents' Organization. Jon serves as president of the board of the Los Angeles Convention Center and Tourism Development Department and the US Fund for UNICEF's Southern California Region, as well as serving on the Board of Trustees for the California Science Center, and as a board member of the California Cultural and Historic Endowment, the Los Angeles Coalition, the Los Angeles Police Foundation, the Center for American Progress, the University of Haifa, Big Sunday, Step Up On Second, the Long Range Planning Committee for Marymount University, the Advertising Research Foundation, the Hancock Park Homeowners' Association and Los Angeles Television Channel 36. Jon is also a member of Business Executives for National Security (BENS). He served on the University of California's Regents Selection Advisory Committee to the Governor of the State of California, and sits on the Advisory Board for the Los Angeles Sports & Entertainment Commission. Jon also leads the Los Angeles Mayor's Fund's efforts to brand the City of Los Angeles and is a member of the Pacific Council on International Policy. Jon served on the National Finance Committee for the candidacy of Hillary Clinton for President in 2016, and he served as an early member of then-Senator Barack Obama's finance committee for the 2008 election and the President's National Finance Committee for his re-election. Jon served on the finance committee for Congresswoman Karen Bass' election and as an early member of Eric Garcetti's finance committee in support of his candidacy for Mayor of the City of Los Angeles. Jon holds a US Patent in the field of tissue engineering, as well as several other patents in marketing analytics. Jon graduated from the University of California at Berkeley with a B.S. Double-majoring in Material Sciences & Engineering and Electrical Engineering-Computer Science with high honors, and received his J.D. cum laude from Harvard Law School. Jon is married to entertainment executive Ellen Goldsmith-Vein and has two children, Caroline and Jack.



ERIC GARCETTI
MAYOR

May 29, 2018

Mr. Jon F. Vein

Dear Mr. Vein:

I am pleased to inform you that I hereby reappoint you to the Board of Los Angeles Convention and Tourism Development for the term ending June 30, 2023. 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.

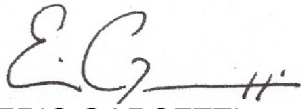
As part of the City Council confirmation process, you will need to meet with David Ryu, your Councilmember, and Councilmember Joe Buscaino, the Chair of the Trade, Travel, and Tourism Committee, to answer any questions they may have. You will be hearing from a City Council committee clerk who will let you know when your reappointment will be considered by the Trade, Travel, and Tourism 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.

Mr. Jon F. Vein
May 29, 2018
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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 and a small flourish at the end.

ERIC GARCETTI
Mayor

EG:dlg

Attachment I
Mr. Jon F. Vein
May 29, 2018

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 David Ryu**

_____ **Councilmember Joe Buscaino, Chair of the Council Committee
considering your nomination**

Staff in the Mayor's Office of Legislative and External Affairs will assist you with these arrangements.