



**ERIC GARCETTI**  
**MAYOR**

November 22, 2016

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Noramay Cadena to the Housing Authority of the City of Los Angeles for the term ending June 6, 2017. Ms. Cadena will fill the vacancy created by Kimberly Freeman, who has resigned, effective December 1, 2016.

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,

ERIC GARCETTI  
Mayor

EG:dlg

Attachment

## COMMISSION APPOINTMENT FORM

**Name:** Noramay Cadena  
**Commission:** Housing Authority of the City of Los Angeles  
**End of Term:** 6/30/2017

### Appointee Information

- 1. Race/ethnicity:** Latina
- 2. Gender:** Female
- 3. Council district and neighborhood of residence:** 12 - North Valley
- 4. Are you a registered voter?** Yes
- 5. Prior commission experience:** North Valley Area Planning Commission
- 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:** Replacement
- 10. Current composition of the commission (excluding appointee):**

Commissioner	APC	CD	Ethnicity	Gender	Term End Date
Tenenbaum, Daniel	West	11	Caucasian	M	06-Jun-19
Besley, Ben	Central	4	Caucasian	M	06-Jun-18
Hooper, Lucelia	Harbor	15	African American	F	06-Jun-20
De La Cruz, Delfino	North Valley	7	Latino	M	06-Jun-20
Jacquez, Erica	Central	14	Latina	F	06-Jun-17
Nunez, Daria	East LA	14	Latina	F	06-Jun-17

# NORAMAY CADENA

## OVERVIEW

- +12 years of corporate tech experience across aerospace and biotech industries; 3 degrees from MIT.
- Co-founder and Managing Director of 1<sup>st</sup> tech-enabled hardware accelerator and fund in Los Angeles.
- Co-founder and advisor of non-profit Latinas in STEM Foundation promoting Science, Tech, Engineering & Math among women from underserved groups; nationally recognized leader in community outreach and technical space.

## EXPERIENCE

**MAKE IN LA (hardware accelerator)** Los Angeles, CA  
*Co-founder & Managing Director* 2015 – present

- Co-founder of tech-enabled hardware accelerator & fund; invested +\$1MM in 11 seed stage startups to date.
- Raised venture capital fund and created community around LA epicenter for hardware startups.

**LATINAS IN STEM Foundation** Los Angeles, CA  
*Co-founder & Executive Director, Board of Directors* 2013 – present

- 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 – present

- 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** (Amgen is 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 glass vial.

**BOEING COMMERCIAL AIRPLANES** Everett, WA  
*Supervisor, 787 Final Assembly & Delivery* 2008 – 2009

- Led cross-functional team responsible for coordinating support for 400 mechanics on one of the first 787 airplanes.
- Reduced support team backlog by over 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, high risk 777 airplane requiring 113K engineering design hours.
- 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 on-time aircraft delivery.
- Facilitated risk identification and subsequent 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

- Public service: Appointed by the Los Angeles mayor to the North Valley Planning Commission – 2014.
- 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

November 22, 2016

Ms. Noramay Cadena

Dear Ms. Cadena:

I am pleased to inform you that I hereby appoint you to the Housing Authority of the City of Los Angeles for the term ending June 6, 2017. 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 appointment 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. Further, Mayor's Office policy requires you to be fingerprinted as part of the background check that is done on all potential Commissioners. To do so, please bring this letter to the Background Unit of Employment Services Division, Personnel Department Building, 700 East Temple Street, Room 235, Los Angeles, California 90012. The division phone number is (213) 473-9343. Fingerprints must be taken **within three working days** from the **receipt** of this letter.

Under separate cover 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, 200 North Spring Street, City Hall, 24th Floor, Los Angeles, California 90012. Any inquiries regarding this form should be directed to Nicole Enriquez at the Ethics Commission at (213) 978-1960.

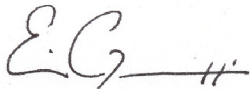
Ms. Noramay Cadena  
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As part of the City Council confirmation process, you will need to meet with Mitch Englander, your Councilmember, and Councilmember Gilbert Cedillo, the Chair of the Housing Committee, to answer any questions they may have. You will be hearing from a City Council committee clerk who will let you know when your appointment will be considered by the Housing Committee. Sometime thereafter, you will be notified by the committee clerk when your appointment 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.

Commissioners must be residents of the City of Los Angeles. 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  
November 22, 2016

### Nominee Check List

**I. Within three days:**

- \_\_\_\_\_ **Get fingerprinted to complete a background check.**  
No appointment is necessary. Bring the Mayor's letter to:  
Background Unit of Employment Services Division, Personnel  
Department Building, 700 East Temple Street, Room 235, Los Angeles,  
California 90012. Phone: (213) 473-9343.

**II. Within seven days:**

Mail, fax or email the following forms to: Legislative Coordinator, Office of the Mayor, Office of Intergovernmental Relations, 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**

**III. Within 21 days:**

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.*

- \_\_\_\_\_ **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**

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

- \_\_\_\_\_ **Your City Councilmember Mitch Englander**
- \_\_\_\_\_ **Councilmember Gilbert Cedillo, 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.