



ERIC GARCETTI  
MAYOR

August 9, 2013

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

Honorable Members:

Subject to your confirmation, I have appointed Mr. Emanuel Pleitez to the Board of Fire and Police Pension Commissioners for the term ending June 30, 2018. Mr. Pleitez will fill the vacancy created by Pedram Salimpour, whose term expired on June 30, 2013.

I certify that in my opinion Mr. Pleitez is qualified for the work that will devolve upon him, and that I make the appointment solely in the interest of the City.

Sincerely,

ERIC GARCETTI  
Mayor

EG:dlg

Attachment



## COMMISSION APPOINTMENT FORM

**Name:** Emanuel Pleitez  
**Commission:** Board of Fire and Police Pension Commissioners  
**End of Term:** June 30, 2018

### Appointee Information

1. **Race/ethnicity:** Latino
2. **Gender:** Male
3. **Council district and neighborhood of residence:** 14 - East
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** B.A., Urban Studies, Stanford University
7. **Occupation/profession:** See attached resume
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	Appointment Date	Term Ends
Aliano, George V.		0		M	14-Feb-01	30-Jun-14
Diannitto, Sam		0		M	01-Jul-00	30-Jun-15
Hansell, Dean	Central	4	Caucasian	M	14-Aug-01	30-Jun-15
Lippe, Gregory N.	South Valley	3	Caucasian	M	18-Apr-12	30-Jun-17
Moore, Wayne	Central	5	African American	M	13-Jan-10	30-Jun-14
Navarro, Ruben		0				30-Jun-17
Salimpour, Pedram	South Valley	5	Caucasian	M	29-Apr-13	30-Jun-13
Vega, Belinda M	Central	4	Latina	F	01-Nov-12	30-Jun-16
von Voigt, Robert		0				30-Jun-15

## **Emanuel Pleitez**

Emanuel Pleitez is currently the Chairman of the Hispanic Heritage Foundation and the Salvadoran American Leadership and Educational Fund. Most recently, he was a candidate for Mayor of Los Angeles and the Chief Strategy Officer for Spokeo.

Previously, Mr. Pleitez was a management consultant at McKinsey & Company after serving as the Special Assistant to Chairman Paul Volcker in the U.S. Department of the Treasury and Designated Federal Officer of the President's Economic Recovery Advisory Board (PERAB). His work on the PERAB included delivering recommendations to the President on workforce development, tax reform, financial regulatory reform, infrastructure financing, and residential retrofitting.

Prior to joining the Administration, Mr. Pleitez was the Director of Investor Relations at EDM Capital Partners and a candidate in California's 32nd Congressional District 2009 Special Election. During the Obama-Biden Presidential Transition, he served as a member of the U.S. Treasury Department Agency Review Team. Before the Transition Team, he was a financial analyst at Goldman Sachs in the Equities Product Group of the Securities Division. While at Goldman Sachs, he also worked in the Public Sector Infrastructure Group of the Investment Banking Division and Private Wealth Management Group of the Investment Management Division.

Mr. Pleitez's political experience also includes being a special assistant to Los Angeles Mayor Antonio Villaraigosa during his L.A. City Council tenure and Mayoral candidacy. During the John Kerry-John Edwards Presidential campaign in 2004, he served as a field organizer in Missouri and Florida. Mr. Pleitez has also worked for U.S. Senators Tom Daschle and Hillary Clinton on the Senate Democratic Steering and Coordination Committee. In 2008, he was a member of the National Leadership Council of the Barack Obama Presidential Campaign and founded the Young Latino Professionals for Obama finance initiative. Most recently, he co-founded Futuro44 and Young Business Leaders for Obama finance committees for the Obama for America 2012 campaign.

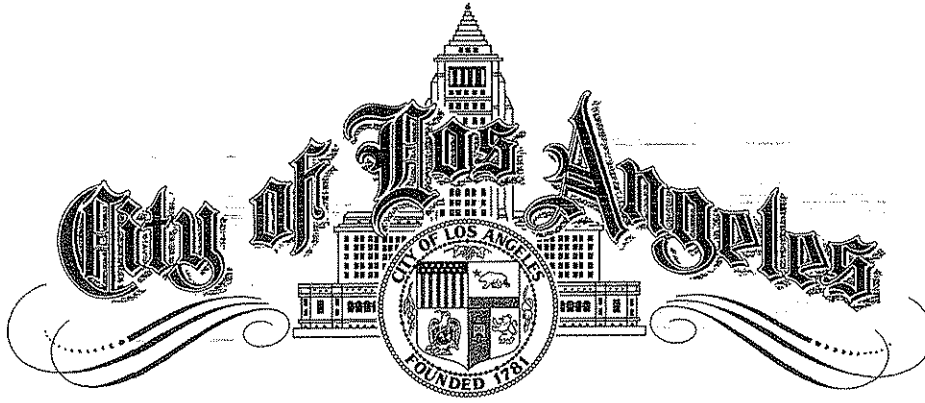
Mr. Pleitez's non-profit experience includes working with the Center for a New Generation of the Peninsula Boys & Girls Club, Full Circle Fund, Quest Scholars Program at Stanford University, and United Farm Workers Foundation. He has served as a director or advisor for C.E.O. Women, California Children's Academy, CentroNia, Equal Rights Advocates, Free Minds, Hollenbeck Police Business Council and Inner-City Games, League of Women Voters of San Francisco, Voto Latino, and the Woodrow Wilson High School Alumni Foundation in Los Angeles. In 2008, Mr. Pleitez was recognized as the Bay Area Young Nonprofit Board Member of the Year. He is the founder of INSPIRA, a web series featuring inspirational Latino leaders, Latino Legacy Weekend, a retreat space for innovative Latino leaders to build bridges across sectors, and Society for Entrepreneurship in Latin America, a network of entrepreneurs based at Stanford University.

Mr. Pleitez graduated with a B.A. in Urban Studies from Stanford University where he was a recipient of the Jerry I. Porras Visionary Leadership Award and the Cecilia and Tony Burciaga Community Development Award. Mr. Pleitez was born in South Los Angeles and raised in the Eastside of the city.

## EMANUEL PLEITEZ

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<b>Experience</b>		
8/10 – Present	<b>MCKINSEY &amp; COMPANY</b> <b>Business Analyst</b> <ul style="list-style-type: none"><li>➤ Retail bank acquisition: developed business plan and regulatory assessment for large foreign bank to acquire 3 branches and enter the US market</li><li>➤ Agriculture equipment diligence: projected demand for target's end markets of ~\$100M and assessed growth potential to determine acquisition bid</li><li>➤ Pharma procurement org design: performed worldwide purchasing diagnostic on ~\$10B of spend and developed design for 800-person organization</li><li>➤ Biopharma operations: assisted in launching RFP process for 12 vendors to identify 100 new sites for new drug distribution network</li></ul>	<b>LOS ANGELES, CA</b>
8/09 – 8/10	<b>UNITED STATES DEPARTMENT OF THE TREASURY</b> <b>Designated Federal Officer, President's Economic Recovery Advisory Board (PERAB)</b> <ul style="list-style-type: none"><li>➤ Manage Chairman Paul Volcker's Treasury office and communication with Department, other PERAB members, and White House</li><li>➤ Approve and organize quarterly PERAB meetings with President Obama and manage website and public image of PERAB</li><li>➤ Direct staff for 16-member board, 7 policy committees, oversee \$1bn budget, manage relationships with senior Treasury officials</li></ul>	<b>WASHINGTON, DC</b>
7/09 – 8/09	<b>EDM CAPITAL PARTNERS</b> <b>Director of Investor Relations, Developed database of institutional clients, initiated relationship with \$1bn foundation endowment</b>	<b>OAKLAND, CA</b>
1/09 – 6/09	<b>PLEITEZ FOR CONGRESS</b> <b>Candidate, CA-32 Special Election U.S. Congressional Campaign</b> <ul style="list-style-type: none"><li>➤ Raised over \$300,000, over 75% online, for campaign in under four months; recruited over 60 full-time unpaid staff members</li><li>➤ Placed 3<sup>rd</sup> out of 12 candidates with 13.4% of vote in first run for elected office being outspent 4:1 and 3:1 by top two opponents</li></ul>	<b>LOS ANGELES, CA</b>
11/08 – 1/09	<b>OBAMA-BIDEN PRESIDENTIAL TRANSITION TEAM</b> <b>Member, United States Treasury Department Agency Review Team</b> <ul style="list-style-type: none"><li>➤ Interviewed key Department officials to gather information needed to make strategic policy, budget, and personnel decisions</li><li>➤ Coordinated meetings with 75+ national organizations as part of Obama-Biden Administration's external stakeholder outreach</li></ul>	<b>WASHINGTON, DC</b>
1/07 – 11/08	<b>GOLDMAN, SACHS &amp; CO.</b> <b>Financial Analyst, Securities Division, Equities Institutional Sales</b> <ul style="list-style-type: none"><li>➤ Developed relationships with over 30 institutional clients: hedge funds, mutual funds, endowments with up to \$1.8T AUM</li><li>➤ Organized sales process of over 10 different equities products (i.e. research, deal/non-deal roadshows, structured products)</li><li>➤ Supported 7 senior salespeople to manage critical daily markets news/data flow and internal Securities Division communication</li></ul>	<b>SAN FRANCISCO, CA</b>
6/06 – 8/06	<b>Summer Analyst, Investment Banking Division, Municipal Finance (2006)</b> <ul style="list-style-type: none"><li>➤ Charted debt portfolio of municipalities and researched potential debt issuance and public-private partnership opportunities in \$50M-\$500M range</li></ul>	<b>LOS ANGELES, CA</b>
&	<b>Summer Analyst, Investment Management Division, Private Wealth Management (2005)</b> <ul style="list-style-type: none"><li>➤ Identified high-net-worth (\$10M) individuals and applied portfolio management models to evaluate investment strategies for clients</li></ul>	<b>LOS ANGELES, CA</b>
6/05 – 8/05		
8/08 – 11/08	<b>OBAMA-BIDEN PRESIDENTIAL CAMPAIGN NATIONAL LEADERSHIP COUNCIL (NLC)</b> <b>Member of NLC, Founder/Chair Young Latino Professionals (YLP) for Obama</b> <ul style="list-style-type: none"><li>➤ Member of 100+ person leadership council to help Presidential campaign better reach Latino voters and donors</li><li>➤ Created YLP for Obama fundraising campaign, coordinated 25+ events, managed 2 interns, raised &gt;\$150,000, from &gt;750 donors</li></ul>	<b>CHICAGO, IL</b>
<hr/> <b>Education</b>		
9/01 – 12/06	<b>STANFORD UNIVERSITY</b> Bachelor of Arts in Urban Studies, Minor in Spanish and Political Science, Cum GPA: 3.3, since Spring 2003: 3.6; GMAT: 680 Awards: Jerry I. Porras Visionary Leadership Award (1 of ~200) • Cecilia/Tony Burciaga Community Development Award (1 of ~200)	<b>STANFORD, CA</b>
<hr/> <b>Non-Profit Leadership</b>		
9/01 – Prsnt	<b>HISPANIC HERITAGE FOUNDATION (HHF)</b> , Chair of Board of Directors, created Leaders On Fast Track initiative and social network for HHF	
1/09 – Prsnt	<b>LA CAUSA</b> , Board member, Chair of Capital Campaign for high school dropout intervention organization and charter school in East Los Angeles	
9/08 – Prsnt	<b>SALVADORAN AMERICAN LEADERSHIP and EDUCATION FUND</b> , Chair of Board Director of civic participation, scholarship organization	
06/08 – Prsnt	<b>LATINOS IN FINANCE</b> , Founder of national finance professionals organization to train & develop diverse talent pipeline into industry	
11/09 – 10/10	<b>CENTRONIA</b> , Board member of nationally recognized educational organization serving more than 1,500 children, youth and families	
6/06 – Prsnt	<b>WILSON HIGH SCHOOL ALUMNI SCHOLARSHIP FOUNDATION</b> , Member of founding board for high school alumni foundation	
4/06 – Prsnt	<b>SOCIETY for ENTREPRENEURSHIP in LATIN AMERICA</b> , Founder/Advisor of international student entrepreneurship organization	
7/09 – 8/09	<b>UNITED FARM WORKERS FOUNDATION</b> , Development Assistant, Helped organize fundraising events raising over \$50,000	
2/08 – 1/09	<b>MANAGEMENT LEADERSHIP FOR TOMORROW</b> , Initiated/chaired campaign raising \$55,000+ for MLT from 2009 MBA Prep class	
<hr/> <b>Personal</b>		
Spanish-fluent/literate • Frmr Salsa instructor • Visited 27 countries • Young Non-Profit Board Member of the Year '08 • Member, Alpha Kappa Psi Professional Business Fraternity • Formerly Series 7, 63, 3 certified • Affiliations: SEO, Riordan Fellow, MLT MBA Prep, ALPFA, NSHMBA		



ERIC GARCETTI  
MAYOR

August 9, 2013

Mr. Emanuel Pleitez

Dear Mr. Pleitez:

I am pleased to inform you that I hereby appoint you to the Board of Fire and Police Pension Commissioners for the term ending June 30, 2018. 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 Justin Gonzalez in my Office at (213) 364-0506 to make arrangements for you.

To begin the appointment process, please review, sign and return the enclosed Ethics Pledge, 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 Shannon Prior at the Ethics Commission at (213) 978-1960.

Mr. Emanuel Pleitez  
August 9, 2013  
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As part of the City Council confirmation process, you will need to meet with Jose Huizar, your Councilmember, and Councilmember Paul Krekorian, the Chair of the Budget and Finance 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 Budget and Finance Committee. Some time 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. Julie Ciardullo with the Mayor's staff 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 'EG', with a horizontal line extending to the right.

ERIC GARCETTI  
Mayor

EG:dlg

Attachment I  
Mr. Emanuel Pleitez  
August 9, 2013

**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: Julie Ciardullo, Office of the Mayor,  
Office of External Affairs, City Hall, 200 N. Spring Street, Los Angeles, CA 90012  
or fax: 213-978-0720 or email: julie.ciardullo@lacity.org.

\_\_\_\_\_ **Ethics Pledge**  
\_\_\_\_\_ **Remuneration Form**  
\_\_\_\_\_ **Undated Separation Forms**  
\_\_\_\_\_ **Background Check Release**  
\_\_\_\_\_ **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 in the mail 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.  
\_\_\_\_\_ **Residence Verification Form**

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

\_\_\_\_\_ **Your City Councilmember Jose Huizar** (contact at 213-473-7014).  
\_\_\_\_\_ **Councilmember Paul Krekorian, Chair of the Council Committee**  
**considering your nomination** (contact at 213-473-7002).

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