



ERIC GARCETTI  
MAYOR

October 14, 2014

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

Honorable Members:

Subject to your confirmation, I have appointed Ms. Marian Merritt to the West Los Angeles Area Planning Commission for the term ending June 30, 2019. Ms. Merritt will fill the vacancy created by Michael Gazzano, who has resigned.

I certify that in my opinion Ms. Merritt is qualified for the work that will devolve upon her, and that I make the appointment solely in the interest of the City.

Sincerely,

A handwritten signature in blue ink that reads 'E. Garcetti'.

ERIC GARCETTI  
Mayor

EG:dlg

Attachment

## COMMISSION APPOINTMENT FORM

**Name:** Marian Merritt  
**Commission:** West Los Angeles Area Planning Commission  
**End of Term:** 6/30/2019

### Appointee Information

1. **Race/ethnicity:** Caucasian
2. **Gender:** Female
3. **Council district and neighborhood of residence:** 5 - West Los Angeles
4. **Are you a registered voter?** Yes
5. **Prior commission experience:**
6. **Highest level of education completed:** M.B.A., University of Pennsylvania
7. **Occupation/profession:** Director, Cyber Education and Online Safety Programs, Symantec Corporation
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):**

Name	APC	CD	Ethnicity	Gender	Appt date	Term ends
Donovan, Thomas M.	West LA	11	Caucasian	M	31-Jan-14	30-Jun-17
Gazzano - RESIGNED, Michael	West LA	11	Caucasian	M	20-Jun-14	30-Jun-19
Halper, Joseph	West LA	11	Caucasian	M	19-Aug-11	30-Jun-18
Margulies, Esther	West LA	11	Latina	F	27-Jun-14	30-Jun-15
Waltz Morocco, Lisa	West LA	5	Caucasian	F	17-Dec-13	30-Jun-16

# Marian Merritt

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**Objective**                    **West Los Angeles Area Planning Commission**

**Experience**                    **Director, Cyber Education and Online Safety Programs**  
2013 - present                    **Symantec Corporation, Culver City, CA**

- Researched, designed, launched Symantec Cyber Career Connection pilot program to close cybersecurity hiring gap and provide entry to cybersecurity careers for underserved young adults
- Pilot classes underway in three US locations (Baltimore, San Francisco and Brooklyn) via two nonprofit partners
- Launched in partnership with Clinton Global Initiative in June 2014 as part of "Job One"; workforce development group
- Created and launched digital citizenship education program for Symantec employees to deliver in local schools and communities
- Blogger: Symantec Cyber Education
- Initiator of CA's AB1658 to protect foster youth from identity theft. Signed by Governor Brown October 2014

2007 - 2013                    **Director, Internet Safety Advocate**

**Symantec Corporation, Culver City, CA**

- Global representative and spokesperson on consumer internet safety issues
- Author, editor of Norton's "Family Online Safety Guide", multiple award winning guide for parents, translated into 11 languages/country editions, over 1.5 million copies distributed
- Blogger, <http://community.norton.com/t5/Ask-Marian/bg-p/askmarian>
- Media expert, panel speaker, product advisor, legislative consultant
- Participant in the UK's 2007 Byron Report; 2008's Berkman Center's Internet Security Technical Task Force; US Congress' 2010 Online Safety and Technology Working Group
- Comcast Security Advisory; kidSAFE Advisory; Family Circle Magazine's Teen/Tween Advisory boards. Board member of Family Online Safety Institute.
- Quoted in numerous computer security and internet safety books

2003-2007                    **Director, Consumer Customer Experience**

**Symantec Corporation, Santa Monica, CA**

- Created global online strategy for Symantec's public-facing web properties. Drove strategic efforts to provide customers with an excellent online experience for researching, purchasing and finding support for the world's leading consumer brand of security software
- Co-led global website redesign project with newly-formed Customer Experience team. Delivered new infrastructure, content management system, integrated search technology, analytics and localization across 43 regional websites. Integrated the Veritas website as part of the corporate merger
- As Consumer Loyalty Champion, managed cross-functional efforts to improve consumer SatMetrix' NetPromoter scores. Consumer loyalty score was highest of competitive consumer software firms

# Marian Merritt

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1999-2003

## **Group Product Manager, Consumer Products**

**Symantec Corporation**, Santa Monica, CA

- Managed global, award-winning "Problem Solving" line of consumer products: Norton SystemWorks, Norton Utilities, Norton CleanSweep, WinFax Pro, Norton Ghost, Norton GoBack, and others
- Developed software publishing business to enhance in-house development with new products and services sourced from partners. Led acquisition of Roxio's GoBack products
- Managed team of regional product managers including hiring several new managers in EMEA and APAC
- Consumer spokesperson for product launch and virus outbreaks. Radio, television and print media

1997-1999

## **Senior Product Manager, Norton AntiVirus**

**Symantec Corporation**, Santa Monica, CA

- Created first antivirus product designed solely for the home computer user. Drove business requirements and pricing model globally. Led business to achieve market-leader position.
- Managed successful global, cross-functional initiative to transform product business model to subscription basis. Cited by CEO for excellence on the project.
- Norton AntiVirus was frequent winner of PC Magazine, PC World and CNET product awards for best in category

1993-1997

## **Manager, Worldwide Marketing**

**Jafra Cosmetics Int'l, A Gillette Company**, Westlake Village, CA

- Developed scientifically-formulated line of skin care products for four skin types. Created packaging, marketing plan and training materials for a global introduction. Introduced first "cosmeceutical" product, "Rediscover", which continues to be their #1 anti-aging product
- Wrote and produced training video for new skin care line introduction; won Telly Award for Best Training Video in the United States
- Managed US-based direct marketing program and promotional campaigns

1985-1989

## **Market Analyst**

**Pacesetter Systems, Siemens Corporation**, Sylmar, CA

Created predictive model of Medicare reimbursements for pacemaker procedures for every hospital in the United States. Enabled salespeople to have detailed information on each account in order to improve negotiated pricing

## **Education**

1989-1991

### **The Wharton School, University of Pennsylvania, Philadelphia, PA**

- MBA, Concentration: Marketing
- Advanced Study Project: Marketing plan for US Department of Agriculture to improve management of Smokey Bear licensing
- Advanced Study Project: Wharton-Recanati Multi-National Marketing and Management Program. Consulted for Israeli high-tech firm on feasibility for anti-terrorism device

### **School of Management, Boston University**

1981-1985

- BSBA, Concentration: Marketing

## **Interests**

Girl Scouts troop treasurer and volunteer; volunteer Culver City senior center; travel

## **References**

References are available on request



ERIC GARCETTI  
MAYOR

October 14, 2014

Ms. Marian Merritt

Dear Ms. Merritt:

I am pleased to inform you that I hereby appoint you to the West Los Angeles Area Planning Commission for the term ending June 30, 2019. 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 Cary Gross 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 Shannon Prior at the Ethics Commission at (213) 978-1960.

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As part of the City Council confirmation process, you will need to meet with Paul Koretz, your Councilmember, and Councilmember Jose Huizar, the Chair of the Planning and Land Use Management 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 Planning and Land Use Management 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. Cary Gross 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 "Eric Garcetti". The signature is stylized and written in a cursive-like font.

ERIC GARCETTI  
Mayor

EG:dlg

Attachment I  
Ms. Marian Merritt  
October 14, 2014

### 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: Cary Gross, Office of the Mayor, Office of External Affairs, City Hall, 200 N. Spring Street, Los Angeles, CA 90012 or email: [cary.gross@lacity.org](mailto:cary.gross@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 Paul Koretz** (contact at (213) 473-7005).
- \_\_\_\_\_ **Councilmember Jose Huizar, Chair of the Council Committee considering your nomination** (contact at (213) 473-7014).

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