

2016 Delegate Assembly Candidate Biographical Sketch Form

DUE: Thursday, January 7, 2016

Mail to: CSBA | Attn: Leadership Services | 3251 Beacon Blvd., West Sacramento, CA 95691 | fax: (916) 371-3407 |
or email: nominations@csba.org.

Please complete, sign and date this required one-page candidate biographical sketch form. An optional, one-page, single-sided, résumé may also be submitted; both will be copied exactly as received. Please do not state "see résumé" and please do not re-type this form. Any additional page(s) exceeding this one-page candidate form will **not** be accepted. It is the candidate's responsibility to confirm that all nomination materials have been received by the CSBA Leadership Services department. Late submissions will not be accepted. If you have any questions, please contact Leadership Services department at (800) 266-3382.

Name: <u>Marc Friedman</u>	CSBA Region-subregion #: <u>5</u>
District or COE Name: <u>San Mateo Union High School</u>	Years on board: <u>5 - SMUHSD, 8 - BESD</u>
Profession: <u>Management Consultant</u> Contact Number: <u>650-342-4045</u>	E-mail: <u>marcfrd@pacbell.net</u>
Are you a continuing Delegate? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes, how long have you served as a Delegate? <u>4 years</u>	

Why are you interested in becoming a Delegate? Please describe the skills and experiences you would bring to the Delegate Assembly.

I am interested in representing our region in order to continue to work with school board members from all over the state to achieve those education priorities that are important to our success in San Mateo County. These include fair funding, eliminating the reserve cap, educational equity and common core implementation.

CSBA's Delegate Assembly sets the association's policies and direction, and in effect is the unified voice of public education in California. I want to continue to be part of this process to help insure that those educational priorities that are important to us in San Mateo County are included in the positions and policies CSBA advocates for.

Please describe your activities and involvement on your local board, community, and/or CSBA.

I have been active in the county school board association, San Mateo County School Boards Association (SMCSBA), both while I served on the Burlingame Elementary School District board and during my current service on the San Mateo Union High School District board. I currently serve on the Board of Directors of SMCSBA as an area representative (and have served in this position for more years that I can remember/count).

In 2016 I am co-chairing SMCSBA's all day conference on student stress and I am volunteering as the SMCSBA web master.

Also in 2016, I have been appointed to serve on CSBA's Legislative Committee where I will help shape CSBA's position on pending legislation and help encourage the development & passage of legislation to eliminate the reserve cap..

What do you see as the biggest challenge facing governing boards and how can CSBA help address it?

- 1) Funding – There is the perception that the with the stronger state budget and implementation of LCFF that California's school funding issues have been solved. We all know this is far from reality. Even when LCFF is fully implemented, California schools will still be bottom half in the U.S. on per student funding basis. School board trustees and CSBA need to continue to advocate raising California schools funding levels to a level that is equal to other large states and takes into account are higher cost of living.
- 2) Advocating for Students that Few Advocate For – Many students in the county and state have effective educational advocates – parents, families, community. However, there are some children/students who due to a variety of circumstances find themselves without any advocates for their success. Our boards and associations (such as CSBA) must be leaders in advocating for these most vulnerable children/students.
- 3) Innovation - Providing our schools the freedom to innovate and develop unique programs to fit their individual needs.

Your signature indicates your consent to have your name placed on the ballot and to serve as a Delegate, if elected.

Signature: Marc Friedman

Digitally signed by Marc Friedman
Date: 2016.01.04 21:19:53 -08'00'

Date: January 4, 2016

MARC J. FRIEDMAN
748 Walnut Avenue
Burlingame, California 94010
650.342.4045
marcfrd@pacbell.net

SCHOOL BOARDS

SAN MATEO UNION HIGH SCHOOL DISTRICT

2011-Present

Appointed to Board in July 2011 and re-elected in November 2011 & November 2015 serving as Board President in 2015

Serve as Delegate to CSBA Delegate Assembly 2012 to current

Serve on Board of Directors of San Mateo County School Boards Association 2012 to current

BURLINGAME SCHOOL DISTRICT

2001-2009

Elected to Board in 2001 and re-elected in 2005 serving as Board President in 2006

WORK EXPERIENCE

KELLER GRADUATE SCHOOL OF MANAGEMENT - DEVRY UNIVERSITY

2003-Present

Visiting Professor

Have taught the following graduate and undergraduate level business courses – Marketing Management, International Business, Strategic Management, Business Economics, Entrepreneurship & Small Business Management, Managing Organizational Change, Managing Quality, Managerial Communications and Managerial Decision Making.

MCMILLAN/DOOLITTLE, LLP

2000-Present

Senior Consultant/Partner Affiliate

Management consultant with Chicago-based boutique firm concentrating in the retail industry. Responsibilities include marketing new engagements, managing consulting projects and communicating deliverables.

RCM CAPITAL MANAGEMENT, San Francisco, California

1992-1999

Director of Grassroots Research

Responsible for managing Grassroots Research – a unique investigative market research function integral to investment decisions for a global capital management firm with over \$65 billion in assets worldwide. Grassroots Research develops and conducts primary investigative market research studies that supplement Dresdner RCM's traditional investment research. As Director, responsible for the activities of an internal professional staff of 11, more than 90 contract researchers worldwide and an annual operations budget in excess of \$3.0 million. Also responsible for marketing Dresdner RCM and its research capabilities to potential clients worldwide.

EDUCATION

UNIVERSITY OF CHICAGO GRADUATE SCHOOL OF BUSINESS, Chicago, Illinois

1980

Master of Business Administration

Concentration in Finance

KATHOLIEKE UNIVERSITEIT LEUVEN, Louvain, Belgium

1980

Department of Applied Economic Sciences

Master of Business Administration

Concentration in Marketing

UNIVERSITY OF CHICAGO, Chicago, Illinois

1978

Bachelor of Arts, Sociology