



# Contra Costa County

[Print Form](#)

Please return completed applications to:  
Clerk of the Board of Supervisors  
1025 Escobar Street, 1st Floor  
Martinez, CA 94553  
or email to: [ClerkofTheBoard@cob.cccounty.us](mailto:ClerkofTheBoard@cob.cccounty.us)

## BOARDS, COMMITTEES, AND COMMISSIONS APPLICATION

First Name	Middle Initial	Last Name	
Tanya		Ford	
et		City	State
		Pittsburg	CA
mber to reach you)		Postal Code	
		94565	
Resident of Supervisorial District (if out of County, please enter N/A):		5	
Do you work in Contra Costa County?		District Locator Tool	
<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		If Yes, in which District do you work?	
Current Employer		Job Title	
UC Berkeley		Business System Analyst	
Length of Employment		2 yrs 10 months	
How long have you lived or worked in Contra Costa County?		14 yrs	

Board, Committee, or Commission	Seat Name
Transitional Community Advisory	
Have you ever attended a meeting of the advisory board for which you are applying?	
Please check one: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
If Yes, how many?	

## EDUCATION

Check appropriate box if you possess one of the following:

☒ High School Diploma ☐ CA High School Proficiency Certificate ☐ G.E.D. Certificate

Colleges or Universities Attended	Degree Type/ Course of Study/Major	Degree Awarded	
UC Berkeley	Business Managment/Design	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Liberty University	Business Manaagment	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
		<input type="checkbox"/> Yes	<input type="checkbox"/> No

Occupational Licenses Completed:		Certificate Awarded for Training?
Other Trainings Completed:		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No

Do you have any obligations that might affect your attendance at scheduled meetings? ☐ Yes ☒ No

If Yes, please explain:

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Would you like to be considered for appointment to other advisory bodies for which you may be qualified? ☒ Yes ☐ No

Are you a veteran of the U.S. Armed Forces? ☐ Yes ☒ No

**Please explain why you would like to serve on this particular board, committee, or commission.**

I want to serve on the Transitional Community Advisory Board because I am deeply committed to uplifting and protecting vulnerable members of the African American community, especially young Black men. My son Geordan struggled with mental health challenges, and I've seen firsthand how hard it can be for young Black males to access support that truly understands and respects their experiences.

This board's mission to shape a Holistic Wellness and Resource Hub that centers community needs feels deeply personal to me. While I understand this program will serve a broad range of individuals, I have worked with at-risk youth and know how important it is to create spaces that feel safe, culturally grounded, and supportive.

I'm drawn to this opportunity because it invites community members to help build something meaningful from the ground up. I want to ensure that the perspectives included go beyond just professional expertise and also reflect the voices of caregivers, parents, and people with lived experience who care deeply about healing and wellness in our communities.

I'm ready to serve, to listen, and to help lay the foundation for a resource that brings real change and lasting impact.

**Describe your qualifications for this appointment. (NOTE: you may also include a copy of your resume).**

I manage the Student Technology Center at the College of Environmental Design at UC Berkeley, where I support nearly 1,000 students each semester. I oversee everything from computer lab access to printing systems, but a big part of my job is supporting students directly, many of whom come from underrepresented backgrounds. I also lead a team of student staff and make sure the services we provide are accessible, fair, and meet the real needs of the students we serve.

Before this I worked in tech and customer success roles where I managed programs, led cross functional teams, and learned how to build systems that actually work for people. I have also worked with at risk youth and know how important it is to create spaces where they feel safe, seen, and supported.

What makes me want to be part of this board is not just my work experience. I am a Black mother who has had to fight for mental health care for my son. I have seen where the system falls short and how critical it is to have voices at the table who truly understand what families go through. I bring empathy, follow through, and a deep commitment to helping shape programs that reflect and respect the people they are meant to serve.

**I am including my resume with this application:**

Please check one: ☒ Yes ☐ No

**Are you currently or have you ever been appointed to a Contra Costa County advisory board?**

Please check one: ☐ Yes ☒ No

If Yes, please list the Contra Costa County advisory board(s) on which you are **currently** serving:

If Yes, please also list the Contra Costa County advisory board(s) on which you have **previously** served:

**List any volunteer and community experience, including any boards on which you have served.**

Project Homeless Connect, San Francisco. Food Bank of Contra Costa and Solano, Concord, CA. Boys & Girls Club, San Jose, CA

**Do you have a familial relationship with a member of the Board of Supervisors?** (Please refer to the relationships listed under the "Important Information" section on page 3 of this application or Resolution No. 2021/234).

Please check one: ☐ Yes ☒ No

If Yes, please identify the nature of the relationship:


**Do you have any financial relationships with the county, such as grants, contracts, or other economic relationships?**

Please check one: ☐ Yes ☒ No

If Yes, please identify the nature of the relationship:



I CERTIFY that the statements made by me in this application are true, complete, and correct to the best of my knowledge and belief, and are made in good faith. I acknowledge and understand that all information in this application is publicly accessible. I understand and agree that misstatements and/or omissions of material fact may cause forfeiture of my rights to serve on a board, committee, or commission in Contra Costa County.

Signed:  Date: 8/29/2025

Submit this application to: [ClerkofTheBoard@cob.cccounty.us](mailto:ClerkofTheBoard@cob.cccounty.us) OR Clerk of the Board  
1025 Escobar Street, 1st Floor  
Martinez, CA 94553

*Questions about this application? Contact the Clerk of the Board at (925) 655-2000 or by email at [ClerkofTheBoard@cob.cccounty.us](mailto:ClerkofTheBoard@cob.cccounty.us)*

### Important Information

1. This application and any attachments you provide to it is a public document and is subject to the California Public Records Act (CA Government Code §6250-6270).
2. All members of appointed bodies are required to take the advisory body training provided by Contra Costa County.
3. Members of certain boards, commissions, and committees may be required to: 1) file a Statement of Economic Interest Form also known as a Form 700, and 2) complete the State Ethics Training Course as required by AB 1234.
4. Meetings may be held in various locations and some locations may not be accessible by public transportation.
5. Meeting dates and times are subject to change and may occur up to two (2) days per month.
6. Some boards, committees, or commissions may assign members to subcommittees or work groups which may require an additional commitment of time.
7. As indicated in Board Resolution 2021/234, a person will not be eligible for appointment if he/she is related to a Board of Supervisors' member in any of the following relationships: (1) Mother, father, son, and daughter; (2) Brother, sister, grandmother, grandfather, grandson, and granddaughter; (3) Husband, wife, father-in-law, mother-in-law, son-in-law, daughter-in-law, stepson, and stepdaughter; (4) Registered domestic partner, pursuant to California Family Code section 297; (5) The relatives, as defined in 1 and 2 above, for a registered domestic partner; (6) Any person with whom a Board Member shares a financial interest as defined in the Political Reform Act (Gov't Code §87103, Financial Interest), such as a business partner or business associate.



# Tanya Ford

Pittsburg, CA 94565

## EXPERIENCE

**UC Berkeley - College of Environmental Design, Berkeley, CA** - May 2023 - Present  
**Manager, Student Tech Center**

As the Manager of the Student Technology Center, I successfully oversee the day-to-day operations of computing and printing resources for the College of Environmental Design at UC Berkeley, serving as a supervisor to a team of student workers.

- **Supervision and Training:** Provide leadership and mentorship to a team of student workers, delivering comprehensive training on technical troubleshooting, support processes, and resource management. Foster a culture of continuous learning and knowledge sharing, ensuring the team can independently resolve issues and support their peers.
- **Operational Efficiency:** Increased cost-effectiveness and service quality by implementing strategic tracking systems for computing and printing supplies, optimizing inventory management, and reducing waste.
- **Collaborative Stakeholder Engagement:** Act as a key contributor in defining operational requirements for a new internal CRM, working closely with programmers to align system development with business needs.
- **Student Tech and Operations:** Manage technology access and support services for more than 1,000 students per term. Implemented a pre-term card key activation process that minimized access delays and reduced administrative burden.
- **Orientation and Content Development:** Develop and deliver comprehensive orientation presentations for new students and staff, highlighting available technology resources, best practices, and support services. Collaborate cross-functionally to ensure that orientation content aligns with the needs of diverse student populations and addresses the evolving tech landscape.
- **Technology Learning and Development:** Lead the creation of technology learning modules and resources that empower students and staff to develop technical proficiency. Design and curate content including guides, presentations, and interactive resources to foster self-directed learning and continuous skills development.
- **Content Strategy and Delivery:** Translate complex technical information into accessible, user-friendly content that aligns with university learning goals and departmental objectives. Develop presentation materials, knowledge base articles, and quick-reference guides to support both in-person and virtual learning experiences.

**NextRoll, San Francisco, CA** - Feb 2022 - Sept 2022  
**Product Operations Manager**

Led all operational processes for NextRoll's Core Product team and managed process improvements, implementations, and adoptions for all internal stakeholders.

- **Project Status Reporting:** Established a quarterly update process that improved forecasting, resource allocation, and leadership visibility into progress toward key business objectives.
- **Workflow Streamlining:** Partnered with engineering team leads to analyze and refine workflows, resulting in a 10% reduction in average meeting time and a more streamlined collaboration process.
- **Meeting Facilitator:** Facilitated quarterly cross-functional meetings, overseeing agenda design, content creation, and meeting structure to ensure productive and action-oriented discussions.
- **Prioritization Tool Implementation:** Introduced and implemented a product management prioritization tool that provided clear alignment between project identification processes and overarching business goals. This tool empowered leadership to prioritize initiatives with the highest potential returns and strategic impact.

**Sr. Platform Success Manager/Partner Manager** - Nov 2019 - Feb 2022

Led the management of NextRoll's top partnerships for the Platform As a Service business unit, driving growth and overseeing the development of product integration strategies for key partners.



- **Revenue Tracking and Forecasting:** Managed partnerships generating \$12 million in annual revenue. Responsible with furnishing quarterly forecasts and issuing weekly updates on revenue tracking and the overall well-being of the business
- **Stakeholder Relationship Management:** Developed and maintained strong relationships with partners, serving as point of contact for inquiries, escalations, and concerns for our entire Platform as a Service organization.
- **Quarterly Business Reviews:** Responsible for preparing and delivering comprehensive quarterly business reviews to key partners, summarizing performance metrics, product adoption, and strategic growth opportunities.
- **Product Onboarding:** Designed and implemented tailored onboarding programs for new customers, ensuring seamless product adoption, integration, and support, and contributing to long-term customer success.
- **SQL Utilization for Reporting:** Leveraged SQL to enhance reporting accuracy, identify impactful opportunities, and enable data-driven decision-making.

#### **Customer Success Manager - Strategy** - July 2017 – Nov 2019

Guided B2B Marketers through the complex digital media landscape by assisting them in onboarding, strategy, content development and campaign performance insights.

- **Revenue Contribution:** Managed a \$1.3 million monthly revenue stream, contributing to the west coast region's status as a top performer.
- **Onboarding Alignment:** Ensured alignment of onboarding specifications, schedules, and phase deliverables across stakeholders.
- **Account Growth Achievement:** Played a key role in achieving 3% quarterly account growth for top accounts.
- **SLA Framework Development:** Spearheaded development of SLA framework for Customer Success team, leading to 24-hour reduction in ticket close time.

#### **Accordant Media, San Francisco, CA** - Apr 2015 – Apr 2016

##### **Trading Manger**

Responsible for programmatic strategy for all west coast clients. Identified, developed and evaluated marketing strategies based on knowledge of clients objectives and market trends.

- **Budget Management:** Managed multi-channel budgets and ensured effective tracking for attribution modeling. Assisting clients in understanding the impact of media channels on their overall performance.
- **Revenue Generation:** Identified incremental opportunities for existing business, contributing to \$1.5 million in annual existing business revenue.
- **New Client Strategy Development:** Led development of marketing strategy for all clients new to suite of products.

#### **Turn, San Francisco, CA** - Sept 2011 – Apr 2015

##### **Regional Manager**

Managed Turn's Professional Services Team as the regional manager, effectively staffing the west coast team to handle quarterly business growth, while developing customer success benchmarks to drive effective customer success.

- **Team Management:** Managed team of 6-8 Optimization managers on west coast and APAC region, guiding them in achieving job fulfillment and professional progress.
- **Client Satisfaction Improvement:** Achieved 15% increase in YOY client satisfaction survey scores for top west coast clients.
- **Insightful Reporting:** Presented regular insights on health of west coast business and team satisfaction, guiding strategic business decisions.

## **SOFT SKILLS**

Cross-functional Collaboration, Strategic Thinking, Process Improvement, Stakeholder Communication, Project Coordination, Leadership & Mentorship, Adaptability, Client & Customer Focus, Initiative & Accountability

## **TECHNICAL SKILLS**

Jira & Confluence, Student Information Systems (SIS), Microsoft Office Suite, Google Workspace, SQL, Adobe Acrobat Creative Cloud, Mac & Windows OS, CRM Tools, Zoom & Slack