

Seat Name

Child Care Consumer - Central/South County

Have you ever attended a meeting of the advisory board for which you are applying?

☐ Yes ☒ No

If Yes, how many meetings have you attended?

Education

Select the option that applies to your high school education *

☒ High School Diploma

College/ University A

Name of College Attended

Santa Clara University

Degree Type / Course of Study / Major

BS, Political Science

Degree Awarded?

☒ Yes ☐ No

College/ University B

Name of College Attended

San Diego State Universtiy

Degree Type / Course of Study / Major

MBA

Degree Awarded?

☒ Yes ☐ No

College/ University C

Name of College Attended

Degree Type / Course of Study / Major

Julia Johanson

Degree Awarded?

☐ Yes ☐ No

Other Trainings & Occupational Licenses

Other Training A

Certificate Awarded for Training?

☐ Yes ☐ No

Other Training B

Certificate Awarded for Training?

☐ Yes ☐ No

Occupational Licenses Completed:

Qualifications and Volunteer Experience

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

I am especially interested in the Early Care & Education, First Five, and Women's Commission opportunities as a mother of young children. I work for a not-for-profit Healthcare organization and core to my work is impacting community, particularly related to social determinants of health. I would enjoy the opportunity to combine my professional experience and personal interest to serve on a board that can influence the community wellness.

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

In my current capacity, I evaluate partnership opportunities based on a set of business criteria that I designed with consult from colleagues across various departments, functions and lines of business. I activate partnerships against an enterprise strategy, with goals related not to both fiscal impact (i.e. member growth and retention) but community wellness (i.e. community services and programs that impact community and individual health). I manage budgets, design and execute strategic plans, present to C suite and other senior decision makers, measure partnership success and create recap documents. I am organized, and I am passionate about bettering communities and individual civic responsibility.

Upload a Resume

Would you like to be considered for appointment to other advisory bodies for which you may be qualified?

☒ Yes ☐ No

Do you have any obligations that might affect your attendance at scheduled meetings?

☐ Yes ☒ No

If Yes, please explain:

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

☐ 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 or community experience, including any advisory boards on which you have served.

I have participated in volunteer events and activities throughout my life, since I attended high school in Concord, CA. While in New York, I was actively involved with New York Cares and the New York Yankees. More recently I've worked with Back on My Feet (national) and Common Goal (global). Because of my role at Kaiser Permanente, I am also regularly involved in community programs and events with our partners throughout California.

Conflict of Interest and Certification

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

☐ 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?

☐ Yes ☒ No

If Yes, please identify the nature of the relationship:

Please Agree with the Following Statement

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 undersand that all information in this application is publicly accessible. I understand 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.

☒ I Agree

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.

JULIA JOHANSON

STRATEGIC PARTNERSHIPS EXECUTIVE

Fifteen-year industry veteran with experience in identifying, negotiating, designing and executing impactful brand partnerships across sports and entertainment, working with some of the world's iconic brands. Proven record of building long lasting relationships and delivering sustainable results through focused strategic thinking, flawless implementation, and innovative problem-solving. Creative thinker, communicator, and problem solver.

WORK EXPERIENCE

DIRECTOR, STRATEGIC PARTNERSHIPS

Kaiser Permanente • Oakland, CA • 2019 - Present

Develop and execute a sports marketing strategy that ladders up to Kaiser Permanente's greater marketing strategy to support the organization's growth goals.

- Lead research and measurement work to uncover areas of opportunity to maximize partnership potential.

- Successfully negotiate new, key partnerships with new properties and talent that align with and elevate brand at a rate favorable to KP in its valuation.

DIRECTOR, BUSINESS LEADERSHIP

Momentum Worldwide • San Francisco, CA • 2018 - 2019

Advised on and managed program execution for SAP sports and entertainment partnerships, events and venues/properties.

- Responsible for telling SAP's technology story through unique, engaging partnership activations that had measurable impact to the business.

DIRECTOR, PARTNERSHIPS

New York Yankees • New York, NY • 2016 - 2018

Led the team that managed the entire corporate partnership portfolio for one of the largest global sports team brands, with responsibilities in retaining and generating new business.

- Worked cross-functionally within NYY to deliver best-in class partnerships.

SR MANAGER, PARTNERSHIP ACTIVATION

Tribeca Film Festival • New York, NY • 2013 – 2016

Developed unique packages and programs for sponsors based on brand goals in a way that demonstrated partnership value.

EDUCATION & CREDENTIALS

Masters of Business Administration

San Diego State University

Bachelor of Science

Santa Clara University

Dean's List

AREAS OF EXPERTISE

Process Improvement

Re-designed approach to evaluating, negotiating, activating and measuring partnerships for optimization.

Revenue Generation & Retention

Oversaw a partnership portfolio valued at ~\$21M.

Brand Storytelling

Out-of-the box approach to partnership activation.

AWARDS

Golden State Warriors Activation of the Year Award (2021)

Swishes for Dishes season long activation by Kaiser Permanente with the Golden State Warriors

Clio Sports Awards (2020, 2021)

Gold (2020) and Bronze (2021) award winners for Kaiser Permanente's campaign with Klay Thompson.

Sports Emmy Award

Outstanding Sports Documentary award for documentary produced by Tribeca in partnership with Dick's Sporting Goods.