

Application Form

Profile

Tim Fares
First Name Middle Initial Last Name

[Redacted] Suite or Apt
Home Address
Brentwood CA 94513
City State Postal Code

[Redacted]
Primary Phone

[Redacted]
Email Address

District Locator Tool

Resident of Supervisorial District:

☒ District 3

Salesforce Sr. Manager, Strategy & Operations
Employer Job Title

Length of Employment

5 years

Do you work in Contra Costa County?

☐ Yes ☒ No

If Yes, in which District do you work?

How long have you lived or worked in Contra Costa County?

3

Are you a veteran of the U.S. Armed Forces?

☐ Yes ☒ No

Board and Interest

Which Boards would you like to apply for?

Local Planning and Advisory Council for Early Care and Education (LPC): Submitted

Seat Name

Tim Fares

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

MBA

Degree Awarded?

☒ Yes ☐ No

College/ University B

Name of College Attended

University of California, Davis

Degree Type / Course of Study / Major

BA, Political Science & Economics

Degree Awarded?

☒ Yes ☐ No

College/ University C

Name of College Attended

Degree Type / Course of Study / Major

Degree Awarded?

☐ Yes ☐ No

Other Trainings & Occupational Licenses

Tim Fares

Other Training A

Certificate Awarded for Training?

☐ Yes ☐ No

Other Training B

Certificate Awarded for Training?

☐ Yes ☐ No

Occupational Licenses Completed:

Real Estate Sales License, 02143886

Qualifications and Volunteer Experience

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

I'm looking for more ways to get civically engaged and I think I could be a valuable asset on any of these committees/commissions. I have 2 young daughter's, so early education is something I'm in the middle of right now. I care deeply about environmental conservation and sustainability. I believe in economic growth as a driver for improving quality of life for all people. And I believe in the fundamental value of civic institutions to protect and provide for all people in a responsible fashion.

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

I'm a strategy and operations professional with an MBA and a background in financial planning and analysis. My day job is all about evaluating strategic choices using data driven analysis and advising decision makers on the trade-offs. I also have public-facing government experience, having worked as a Constituent Representative in a congressional district office for several years here in Brentwood at the beginning of my career.

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.

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.

Tim Fares

[linkedin.com/in/timfares](https://www.linkedin.com/in/timfares)

SUMMARY

Go-to-market strategy & operations leader with broad experience from pre-sales to post-sales. Adept at stakeholder management, business partnership, program/project management, executive reporting, process improvement, quantitative/qualitative analysis, forecasting, financial modeling, and synthesizing concise strategic insights from complex data using a variety of analytical tools.

EDUCATION

Santa Clara University, Leavey School of Business
Master of Business Administration (MBA)

Santa Clara, CA

University of California, Davis
Bachelor of Arts, International Relations, Minor in Economics

Davis, CA

EXPERIENCE

Salesforce.com

San Francisco, CA

Sr. Manager, Strategy & Operations, Slack Customer Success

2024-Present

- Developed and launched Customer Success risk management program including comprehensive risk sweep, cross-functional execution, operational tracking, and weekly standups; mitigated \$10M of risk in first 45 days.
- Drove overhaul of customer health evaluation including development of new metrics, dashboards, and inspection methodology.
- Implemented an improved annual planning framework for 200 person Customer success organization to inform target setting, capacity planning, and strategic focus areas.

Airtable

San Francisco, CA

Head of Strategy & Operations, Services & Partners

2023-2024

- Led go-to-market strategy for professional services and partners during transition to paid services, designing improved KPIs, transforming the operating model, and structuring ROI analysis for post-sales engagements.
- Managed the introduction of two new product lines consisting of 13 SKUs, overseeing critical workstreams including pricing/packaging, sales systems/enablers, marketing/comms, recruiting, and operations.
- Built professional service and customer support capacity models, forecasting demand, supply, and backlog; secured buy-in from executive leadership for a plan to save more than \$1.5M in annual costs while improving SLA attainment.
- Managed end-to-end quarterly compensation cycle for professional services and partner management, designing metrics, compensation structure, compensation letters, and tracking variable compensation attainment.

Salesforce.com

San Francisco, CA

Sr. Manager, Strategy & Operations, Pre-Sales Consulting

2021-2023

- Led annual planning cycle for 475-person pre-sales consulting team including target setting, capacity planning, compensation design, and go-to-market strategy.
- Established tools and procedures for forecasting over \$750M of influenced ACV professional services revenue globally.
- Designed a system for optimizing pre-sales resource investment, leading to increased customer and stakeholder satisfaction.
- Developed methodology for accurately calculating multi-year ROI across 4 years of pre-sales engagements to help inform resource investment decisions.

Strategy & Operations Lead, Partner Sales

2019-2021

- Led strategy team of 3 in supporting \$1.9B Partner Sales business, advising business partners on the creation and execution of org structure, compensation plans, business plans, and go-to-market strategies. Exceeded annual targets 2 years in a row.
- Led strategic initiatives to generate new business and improve under-performing segments, resulting in \$100M of new pipeline.
- Developed and delivered presentations to senior executives for strategic initiatives and quarterly business reviews.

PRIOR EXPERIENCE

The Clorox Company

Sales Planning Analyst, Professional Products

Pleasanton, CA

2015-2019

United States House of Representatives

Constituent Representative

9th Congressional District, CA

2012-2015

ADDITIONAL INFORMATION

Technical Skills: Salesforce.com, Excel, Tableau, Google Workspace, & Airtable; Working knowledge of SQL & Python

Community Involvement: Graduate Business Advisor, Santa Clara University, 2019 – Present; BUILD Mentor, 2015-2016

Achievements: Salesforce leadership development program, 2021