



Speaker Biographies

Dr. Gary Painter, Director of Social Policy, USC Price School of Public Policy
Catalyzing Social Innovation through Neighborhood Data

Gary Painter is a Professor in the Sol Price School of Public Policy at the University of Southern California. He also serves as the Director of Social Policy in the Sol Price Center for Social Innovation. He has published numerous articles in top journals in the fields of economics, public policy, and urban planning.

Professor Painter's research interests focus on social innovation, housing, urban economics, and education policy. He is among the world's foremost experts on how changing demographics impact U.S. housing markets. Recent work has focused on how immigrants are integrating into housing markets across the U.S. and the role of the economic cycle on household formation. Other recent work has studied immigrant integration issues in spatial labor markets and in education. Current research focuses on how to evaluate social innovation.

Dr. Brian Jersky, Provost & Senior Vice President, CSULB
Innovation Partnership: CSULB and the City of Long Beach

Dr. Brian Jersky joined California State University, Long Beach as Provost and Senior Vice President for Academic Affairs in July 2016.

Dr. Jersky came to The Beach after serving four years as dean of Cal Poly Pomona's College of Science. During his tenure, the College of Science saw increased enrollment, hired more tenure-track faculty, enhanced collaboration with the other colleges on campus and established greater educational and research opportunities for students and faculty.

Dr. Jersky previously was dean of the School of Science at Saint Mary's College of California. Before that, he spent 15 years at Sonoma State University as a faculty member in the mathematics department, later becoming chair of mathematics and ultimately director of Academic Planning and Resources in the School of Science and Technology.

He began his career at the University of the Witwatersrand in Johannesburg, South Africa, where he earned a Bachelor of Science degree in mathematical statistics/economics. He went on to earn an M.S. and Ph.D. in statistics from Cornell University.

Heather Barker, Assistant Professor of Design, CSULB Department of Design
Assets and Agents: UX Design in the City of Change

Heather Barker works with interdisciplinary teams developing design-strategies that leverage existing competencies and assets into innovative, systemic solutions. She consults, holds workshops, publishes, teaches and advises internationally on this work.

As a professional and a scholar, Ms. Barker has developed a methodology (synthesizing design-thinking, gamification, data-analysis and phenomenology) that generates customized, human-centered, technology-augmented solutions to complex problems.

Her design+deliver collaborative process facilitates innovation in our human, hybrid (virtual-physical) condition. Through these synthesized design methodologies, she facilitates organizations in efforts to develop innovative solutions in personal interface, space, sustainable architectural and urban conditions.



Mark Rossetti and Lisa Ratner, Code for America Fellows, Code for America
Getting it Right the Second Time: Creating Better Government Services through Iterative Design

Mark is a software engineer with a passion for civic and government technology. Working with the City of Long Beach over the last year, Mark and his teammates from Code for America have worked to improve the process of starting a business by designing a consolidated business portal (bizport.longbeach.gov). Focusing on a user-centered and iterative approach, the team has sought to understand the needs of entrepreneurs and business owners and meet them with a tailored technical solution that is both innovative and sustainable.

Lisa focuses her work on improving the delivery of government services. Her methodologies include service design to understand the entire user experience, accessibility principles to ensure inclusion of underrepresented users, and lean UX to ensure product market fit. She will become an instant friend if you like talking transit design.

Rick Cameron, Managing Director of Planning and Environmental Affairs, Port of Long Beach
Port of Long Beach Energy Initiative

Richard D. "Rick" Cameron is the Managing Director of Planning and Environmental Affairs for the Port of Long Beach, California, named to the post in January 2014 by the Long Beach Board of Harbor Commissioners, governing body for the Port.

Mr. Cameron joined the Port in 1996 as an Environmental Specialist, was promoted to Manager of Environmental Planning and named Director of the newly-created Division of Environmental Planning in 2007 before being appointed Managing Director after the retirement of 23-year Port veteran, Dr. Robert Kanter. As Managing Director, he oversees the Planning and Environmental Affairs Bureau that includes Environmental Planning, Master Planning, and Transportation Planning.

As Director of Environmental Planning, he led the Division most directly responsible for the Port's signature environmental program, the Green Port Policy, and the San Pedro Bay Ports Clean Air Action Plan. Under the Green Port Policy, the Division coordinates programs to improve air, water and soil quality, preserve wildlife habitat and integrate sustainability into Port practices.

Early in his Port career, as an Environmental Specialist, he worked in the areas of water quality, air quality, and California Environmental Quality Act (CEQA) documentation. Prior experience included management of various environmental programs for the Port of Los Angeles and other clients as a Project Manager for Essential Management Services.

Mr. Cameron has a bachelor's degree in urban and regional planning from California State Polytechnic University, Pomona. He is a resident of Manhattan Beach.



Erik Takayesu, Director of Electrical System Planning and Modernization, Southern California Edison

Transitioning to a Clean Energy Future, Through Vision, Strategy, and Technical Innovation

Erik Takayesu is the Director of Electric System Planning and Modernization for Southern California Edison. In this position, Erik is responsible for the organization that plans the Distribution and Transmission System throughout SCE's 50,000 square mile service area. In the past few years, he has helped lead a number of efforts related towards a clean energy future, including the continuing integration of distributed energy resources, and the roadmap for the next generation power grid.

Erik is on the Board of Directors for the Leadership Education for Asian Pacifics (LEAP). He holds a bachelor's degree in Electrical Engineering from the California State University at Long Beach, is a licensed PE, and holds his master's degree in Organizational Leadership from Gonzaga University.

Amy Erikson, Executive Director, Angels Gate Cultural Center & Kevin Lee, Marketing Manager and Public Information Officer, LB Transit

IdeaFest: A Catalyst for Transformation and Leadership in Long Beach

Amy Eriksen is a lifelong Long Beach resident, she grew up advocating for music in the Long Beach Unified School District. She even pulled off a play-in on the steps of the Board building in high school to protest the leveling of the music programs in the district. Amy has had a long career in arts education and has found a passion for bringing the arts to all ages and groups. Her arts career has taken her to the Kennedy Center in Washington DC, the Music Center in Los Angeles, and for many years at Idyllwild Arts. Currently she is the Executive Director at Angels Gate Cultural Center. Her desire to make an impact on the community led her to start an artisanal sauce company based in Long Beach with her wife called Peppered Up Foods and on to become a member of the silver class of Leadership Long Beach.

Kevin Lee is the Marketing Manager and Public Information Officer at Long Beach Transit. He oversees the advertising, media relations, social media, community outreach and customer relations programs for the agency. Kevin has served on the City's Communication Committee and the Downtown Long Beach Associates Marketing and Communications Committee. He has used community engagement to build the most robust municipal or regional public transit agency Facebook page in the country. He holds a degree from California State University, Long Beach. Go Beach! As part of the 2014 Leadership Long Beach class, Kevin, along with his classmates created Idea Fest Long Beach, a unique platform for civic engagement.

Mike Sumich, Account Manager, ESRI

Unite LB and the Hub Concept: Driving Smart City Initiatives through the Spatial Platform

Mike Sumich is responsible for guiding the Southern California Municipal market at Esri, working with cities and regional entities as they navigate the changing GIS and Smart Community landscape. Mike has been integral in initiating and consulting on some of the region's largest GIS projects, including the City of Los Angeles GeoHub and the Port of Long Beach "Virtual Port." Mike brings with him sixteen years of experience in Enterprise Software. Prior to joining Esri, he spent seven years as a consultant and account manager with the Silicon Valley based software firm Savvion, a leader in the Business Process Management space.



Justin Rudd, Founder, Community Action Team
How to Start a Movement

Since arriving in Long Beach in 1997 Justin has dedicated his life for the good of the city. For several years he juggled a part-time public relations job, was a substitute school teacher, cleaned offices and restrooms, mowed lawns, taught group fitness classes at gyms, taught beach boot camp classes, coached pageant contestants for interviews, and organized and coordinated one successful community event after another. In 2001, he ended his PR job and filed paperwork to organize his 501c3 nonprofit organization called the "Community Action Team (CAT)."

He now devotes his time to CAT, where he leads the organization of 50+ annual programs, contests and events. His favorite project of the year is "Camp Justin!" where he provides a week-long day camp of meetings, adventures and experiences for a dozen economically-disadvantaged high school seniors.

His motto is, "Life is good, and getting better!"

Dr. Shawn Landres, Senior Fellow, UCLA Luskin
Southern California's Civic Innovation Ecosystem: A First Look from UCLA Luskin

Shawn Landres connects people, ideas and resources, enabling community leaders to expand what they know, adapt how they think, and redefine what is possible. He chairs the board of Impact Hub LA and is a Senior Fellow at the UCLA Luskin School of Public Affairs. Chair of the City of Santa Monica Social Services Commission, he serves on the LA County Quality & Productivity Commission, where he chairs the Productivity Investment Board, the nation's oldest and largest local government innovation fund. The co-founder of Jumpstart Labs and a White House "spotlight innovator," he is an active partner in early-stage ventures and social enterprises.

Marilyn Surakus, Capital Projects Coordinator, City of Long Beach Department of Public Works
The P3: Creative Partnerships to Get Stuff Done

Marilyn Surakus is the City of Long Beach's project manager for the new Long Beach Civic Center project. The \$520 million, design-build-finance-operate-maintain civic center will replace the existing City Hall and provide efficient new offices for the Port of Long Beach, a new Main Library, a new Lincoln Park and a future private development. Marilyn has a Civil Engineering degree from Arizona State University and her professional expertise is in project and construction management. A Capital Projects Coordinator with Public Works for the last five years, she came to the city with six years' experience in the private sector. Marilyn is solution-oriented and loves complex projects with numerous stakeholders, working to create consensus and to keep things moving forward. Along with her enthusiasm for civil engineering and project management she has a particular interest in public spaces, water conservation, sustainability, and landscape design and bicycle advocacy. She is a certified yoga instructor and founded Lunch Break Yoga in Promenade Square Park, offering a free and supportive environment to practice wellness in downtown Long Beach.



Dr. Ingrid Martin, Director of Graduate Programs, CSULB College of Business Administration
Cultivating a Community of Innovation

Dr. Martin is professor of marketing and director of graduate programs for the College of Business Administration at CSULB. Her teaching focuses on sustainability and the business organization. Dr. Martin's published work covers a range of social marketing topics including risk communication and maladaptive behaviors in the areas of disaster mitigation and consumption practices. Her work is published in the Journal of Public Policy and Marketing, Risk Analysis, Journal of Environmental Management, Journal of the Academy of Marketing Science, Journal of Business Research, Journal of Consumer Research, and Journal of Marketing Research. She is on the editorial review board of 3 academic journals and serves as a reviewer of numerous journals. She does expert testimony in brand confusion and deceptive marketing practices. Dr. Martin is a member of the CBA incubator, which leads the efforts to bring innovation and entrepreneurship in education in the CBA and support new business development.