

CLAIR WHITMER

Vallejo, CA | 510-731-7890 | clair@whitmer.info | LinkedIn: [clairwhit](#)

Strategy and operations leader committed to addressing problems of economic innovation. Experienced in public administration at both municipal and state levels. I am a systems thinker committed to data-driven decision-making and building results-focused teams. I found my mission during the pandemic supporting economic development teams to advance economic mobility through entrepreneurship.

KEY CAREER ACCOMPLISHMENTS:

- › Implementation of SSBCI-funded technical assistance programs branded as SCALE
- › Relunched the Made in California product labeling program for manufacturers
- › Created and built the Regional Economic Engagement team at CalOSBA
- › Wrote budget proposal for \$16.5M Accelerate California program to fund a statewide network of [Inclusive Innovation Hubs](#)
- › In Fresno, led team to deploy \$5 million in CARES Act funding in 2020 through Save Our Small Businesses working capital grants

PROVEN SKILLS

FINANCIAL AND ADMINISTRATIVE MANAGEMENT

- Budget proposals & justifications
- Legislative policy analysis & bill recommendations for the Governor’s Office
- Implementation, oversight & reporting to legislature on direct relief grant programs
- Administrative regulations submissions
- Federal & philanthropic grant application, match funding & reporting
- Procurement & business services
- P&L & payroll responsibility

ECONOMIC DEVELOPMENT

- Business attractions & retention
- Gathering, analyzing and telling stories with the complete matrix of economic development & financial success KPIs
- Land development incentives including Opportunity Zones, New Market Tax Credits, PBIDs

LEADERSHIP

- Strategic development & delivery of objectives & milestones
- Recruiting & building cross-functional, results-focused teams
- Civil service hiring & management
- Culture & workflow change management
- Experienced public speaker
- Pitching investment opportunities to venture funds, philanthropic non-profits and Corporate & Social Responsibility managers

CONTENT CREATION

Full spectrum communications: digital product development; thought leadership & advocacy; speechwriting & presentations; email & social marketing & audience acquisition; storyboarding & script writing

EXPERIENCE

CALIFORNIA OFFICE OF THE SMALL BUSINESS ADVOCATE (CALOSBA)

DEPUTY DIRECTOR

Sep 2021-Present

Part of the Governor’s Office of Business and Economic Development (GO-Biz), CalOSBA serves as the voice of California’s 4.1 million small business-owners and builds the statewide ecosystem to deliver information, content & resources. Appointed by the Governor as Deputy in Oct 2024; previously appointed as Assistant Deputy in Jul 2023 and Northern California Regional Advisor in Sep 2021.

- › Supervise team of 18+ including Entrepreneurship & Innovation, Regional Economic Engagement & Equity in Procurement teams
- › As Deputy, oversaw \$23M in allocations for the 2024-25 Technical Assistant Program
- › Oversaw FY2024-25 budget drill in response to deficit
- › Write budget proposals and trailer bill language; provide analysis of legislative proposals
- › Manage [Outsmart Disaster](#) disaster preparedness training initiative funded by the U.S. Economic Development Administration and promoted in partnership with CALED Academy
- › Represent GO-Biz on coordinating agency of the Economic Recovery Support Function established by the California Disaster Recovery Framework, working in partnership with the California Governor's Office of Emergency Services

- › As Assistant Deputy, lead the Regional Economic Engagement team responsible for statewide outreach and engagement and resiliency training for business-owners, chambers of commerce and economic development agencies across the state
- › Oversaw complete relaunch of the CalOSBA website
- › Activated the [Entrepreneurship & Economic Mobility Task Force](#) including 2 events produced at California Economic Summit
- › Oversaw release of the [The State of Diverse Business in California](#)
- › As Regional Advisor, served as principal representative of CalOSBA to 32 counties of Northern California, developing relationships with local, state and federal partners

WHITMER.INFO SERVICES
2000-Present

FREELANCE EDITOR/CONSULTANT
France/California

UPBAY LLC DBA UPBAY EXPRESS
Jan 2020-Apr 2023

CHIEF EXECUTIVE OFFICER
Richmond, American Canyon

Last-mile delivery service company, local employer of 70+ operations team with \$4M+ in annual revenue.

FUSE CORPS EXECUTIVE FELLOW
Sept 2019-Sept 2021

CONSULTANT
Fresno

First-year project:

Launching an Opportunity Zone in Fresno

Second-year project:

Building a Template for Inclusive Economic Development

Developed the 2021 economic development strategy for Mayor Jerry Dyer including four priority program areas: Business Expansion & Neighborhood Development, Downtown Revitalization, Business Startup Support and Business Attractions & Diversification. Launched the first [Kiva Hub in Fresno](#) in partnership with the Fresno Metro Black Chamber of Commerce, sponsored by the National League of Cities Innovation Ecosystems program.

MAKER MEDIA

HEAD OF CONSUMER EXPERIENCE
San Francisco

Jun 2014-Apr 2019

Make: combines print and online content, events and e-commerce in support of the Maker Movement, a tech-influenced DIY community. Managed a cross-functional team of 15+ across engineering, event management, content development and marketing.

- › Led the digital growth strategy resulting in 62% YOY account growth and 25% YOY increase in email acquisition in 2018; created revenue channels with a membership program and online learning platform launched in partnership with Intel

SLASHDOT MEDIA FOR DICE HOLDINGS
Nov 2012-Mar 2014

SENIOR DIRECTOR, MEDIA OPERATIONS
San Francisco

Managed a \$3.5M budget, led team of 12 across product development, ad-ops and marketing.

DICE.COM FOR DICE HOLDINGS
Jan 2011-Nov 2012

DIRECTOR, USER INTERFACE AND CONTENT STRATEGY
San Francisco

The leading career site for tech professionals, Dice at that time delivered 50m+ monthly page views.

OVERSEAS VOTE FOUNDATION
May 2009-Dec 2010

DIRECTOR OF VOTER OUTREACH
Nantes, France

A nonpartisan nonprofit, OVF provides online tools for 6M+ U.S. overseas voters. Ran 2010 outreach campaign; secured grants by Carnegie Corp. (\$50K) and The Pew Center on the States (\$110K).

CNET NETWORKS
1996-2000

EDITOR/CONTENT STRATEGIST
San Francisco

EDUCATION AND TRAINING

2021 Aberkyn Leadership Development
Certificate of French language, *avec mention bien*
B.A. Political Science, *summa cum laude*

Sponsored by McKinsey
Université Paris-Sorbonne
San Francisco State University