



818-548-2090

CITY CLERK
2022 JUL 28 PM 4: 26

Application for Appointment to City Board or Commission

Please provide the following information and return application to the Office of the City Clerk by mail:
613 E. Broadway, RM 110, Glendale, CA 91206-4393; or by Fax: 818-241-5386.
(Applicant must be a Glendale Resident and Registered to Vote in the City).

Water and Power
Name of Board or Commission

PRINT LEGIBLY OR TYPE

Date: 07/25/22

Name: Alex Fay

Home Address: [REDACTED]
Street City Zip Code

Home Telephone: () [REDACTED] Cell Phone: () [REDACTED]

Email Address: [REDACTED]

I. **PERSONAL**

Number of years lived in Glendale 1 523976614
RG

Are you a registered voter in the City of Glendale (Required)? Yes ☒ No ☐

II. **EDUCATION**

College: UCLA Degree: History

College: Degree:

III. **BUSINESS/PROFESSIONAL EXPERIENCE**

Position: Chief Commercial Officer

Company Name: GMV Syncromatics

Address: 523 W 6th St Los Angeles 90014
Street City Zip Code

Telephone () 530-906-8774 Email: alexcfay@gmail.com

Job Description: Oversee business strategy, sales and marketing, client relations for public transportation
technology projects across the US. Member of the executive leadership team.

(OVER)

Design Review Board Candidates Only:

Are you a registered Architect? Yes ☐ No ☐ Registration Number: _____

IV. ORGANIZATIONS/CIVIC ACTIVITIES

List Affiliations: _____ Adams Hill Neighborhood Association, Member

_____ John Muir Elementary Foundation, Parent Volunteer

V. QUALIFICATIONS/EXPERIENCE

List relevant experience and skills: _____ Earlier in my career, I was an advisor to a LA City

_____ Council Member and also to Mayor Villaraigosa on policy matters relating to transportation,

_____ sustainability, clean energy, and local economic development. I have since spent a decade working

_____ in technology companies with an environmental mission and public sector clients.

VI. OTHER INFORMATION

(A) Please attach a current resume

(B) Please include a brief written statement outlining your views on the roles and responsibilities of this Board or Commission, its key issues, and your goals if appointed (attach additional sheet if necessary).

_____ I would like to help GWP continue to be a leader in reliability, progressive environmental policies, and

_____ customer service. Specifically, I'd encourage GWP to implement nudges that leverage economics and

_____ psychology to steer its customers towards conservation. I also believe that GWP can use water and

_____ electric rates more nimbly and aggressively to send conservation signals to its customers.

PLEASE NOTE:

THIS FORM BECOMES PUBLIC INFORMATION. PLEASE INFORM THE CITY CLERK IF THERE IS ANY INFORMATION CONTAINED WITHIN THAT YOU DO NOT WANT AVAILABLE TO THE PUBLIC.



Signature of Applicant

Alexander Charles Fay

SKILLS

- Entrepreneurial and creative vision to develop new programs, products, and processes
- Technical fluency with software, hardware, and manufacturing technology
- Persuasive communicator and experienced public speaker
- Manages through influence to lead teams and execute projects in matrix organizations
- Detail oriented technical project management
- Navigating bureaucracies, government agencies, and political bodies

EXPERIENCE

Chief Commercial Officer

2014 - Present

GMV Syncromatics – Transportation technology integrator of vehicle tracking hardware and software-as-a-service (50 staff / \$18M sales)

Los Angeles, CA

- Executive leader of sales and marketing functions, including prospecting, competitor analysis, pipeline management, strategic partnerships, and client account management
- Participated in strategy and due diligence during GMV's acquisition of Syncromatics and Syncromatics' first ever acquisition of Mobilitat (paratransit subsidiary)
- Entered new strategic growth markets beyond traditional public transit vehicle tracking by capturing new business in airports, tourism properties, special events, and electronic signs
- Supervised new product launches including real time passenger information mobile app, vehicle inspection software module, client self-service GPS hardware, and electronic sign content manager
- Executive team member responsible for forecasting, budgeting, and strategic planning

Senior Business Development Manager

2011 - 2014

*Quallion, LLC – Design and manufacture lithium ion batteries for medical, defense, and aerospace (150 staff / \$30M sales)
(Acquired by EnerSys, a strategic investor, in 2013)*

Los Angeles, CA

- **Strategy, M&A** – Led new product introductions, competitor analysis, government relations, commercial forecasts, and supported due diligence in EnerSys acquisition
- **Business Development, Medical** – Commercial leader for company's most profitable and stable business segment, including prospecting, proposals, and product development. Negotiated long term supply and IP licensing agreements with medical device manufacturers.
- **Project Management** – Supervised diverse technical teams of mechanical, chemical, and electrical engineers while managing budget, schedule, and client communications. Projects included:
 - World's first fully implantable battery for heart pump (St. Jude Medical-Thoratec LVAD)
 - \$9M battery manufacturing facility expansion, including automated cell and battery production equipment, tenant improvements, and building systems (California Energy Commission)
 - \$2M design 24V & 650V batteries for US Army hybrid tank vehicle (General Dynamics)
 - \$6M+ of various R&D programs to improve lithium-ion battery performance and safety
- **Security Clearance** – Secret level; required for work on classified programs

Senior Director - Clean Technology

Mayor Antonio R. Villaraigosa - Office of Economic Development

2009 - 2011

Los Angeles, CA

- Launched CleanTech LA, a non-profit partnership of government agencies, universities, and business advocates leveraging LA's infrastructure to create business opportunities for local companies
- Managed project strategy, funding, and planning for LA Cleantech Incubator, a \$40M facility in Downtown LA that nurtures tech startups and hosts advanced prototyping facilities
- Coordinated economic development efforts across 10+ city agencies to streamline the city bureaucracy for business recruitment and expansion projects like BYD Motors and Greenbar
- Advised the mayor on \$120M Smart Grid Demonstration and Regional Electric Vehicle Plan
- Speechwriter for environment and technology policy related public appearances

Legislative and Environmental Deputy

City Councilmember Bill Rosendahl, District 11 (West LA)

2006 - 2009

Los Angeles, CA

- Launched car sharing pilot program through innovative public private partnership with Zipcar, including successful advocacy for state and city legislation and LA Dept. of Transportation program development
- Joined international delegation led by Bureau of Sanitation to evaluate waste-to-energy technology demonstrations across Europe during public procurement for Zero Waste Plan
- Served as lead deputy for ecosystem restoration projects in Santa Monica Bay and Ballona Wetlands
- Helped pass 2008 Green Building Ordinance requiring LEED for private construction
- Analyst and advisor for \$7B city budget across 40+ departments during recession driven budget cuts

Founder and President

Klub Dunk Teen Dance Club

2002 - 2007

Sacramento, CA

Launched event production company in high school and managed it through college

- Executed 6-10 events per year with up to 600 guests per event
- Managed a 20-person event staff (ticket sales, security, beverage sales, etc) and 15 marketing reps
- Consistently achieved 50%+ gross margins and steady annual growth
- Acquired equity stakes of founding partners to consolidate ownership

EDUCATION

University of California, Los Angeles

Summa Cum Laude, Phi Beta Kappa

2007

B.A. in History, Minor in Public Affairs

PERSONAL INTERESTS AND COMMUNITY SERVICE

- Enjoys global travel and tackling ambitious home and landscape renovations
- Coastal Cleanup Day Team Leader 2008-2012; LA River Cleanups 2013-present
- Cleantech Open startup business accelerator, LA Director 2011-2012; mentor 2013-2014
- UCLA Alumni Association Board of Directors 2009-2012; legislative advocacy leader 2011-2013
- Eagle Scout Award 1999
- Father to an adorable 4 ½ year old daughter