

## SUMMARY OF QUALIFICATIONS

### LAND USE | PLANNING SITE/DEVELOPMENT | PROJECT MANAGEMENT

- **Urban Planning:** Familiar with city policies relating to Land Use, Zoning, and Codes. Knowledgeable of major aspects of site planning/development from Design Guidelines to Permit, EIR, CEQA requirements.
- **Former Planning Commissioner:** Evaluate development projects against Land Use and redevelopment Regulations, General Plan Policies. Review Capital Improvement Programs.
- **Facilitator at the Urban Land Institute (ULI):** Volunteer provides guidance to students, and planning officials with site plan modeling techniques, the urban planning process.

### REAL ESTATE SALES | MANAGEMENT

- **Real Estate, Mortgage Broker:** Over 20 years of experience as a sale professional. Recruit and manage a team of 90+ sales agents. Consistent Top Producer, closed over 350 sale transactions and counting. Underwritten, funded \$10M-12M per year in projects & private funds.
- **Professional Designations:** Commitment to Excellence (**C2EX**), Certified International Property Specialist (**CIPS**), At Home With Diversity (**AHWD**), Short Sales & Foreclosure Resource (**SFR**).

### LEADERSHIP PRINCIPLES

- **Leadership Roles:** Former Vice-Chair & chair of the **City of San Jose Planning Commission**. *Executive, Chair* positions at several professional organizations - Asian Real Estate Association of America (**AREAA**), Santa Clara Association of REALTORS (**SCCAOR**), California Association of REALTORS, (**C.A.R.**). Led/participated in State and National Policy Day to advocate homeownership and property rights. *Chair* several committees: Community Outreach, Policy, Communication, Transaction and Regulatory, Strategic Planning, Land Use, Global Real Estate, Professional Standard.
- **Non-Profit: Mediator,** Santa Clara County Superior Courts - resolve UD, SC, CH via ADR process. Collaborate with local agencies (Sacred Heart, San Jose Housing Dept, Destination Home) to assist landlords & tenant disputes and eviction lawsuits. **Speaker,** Housing Trust Silicon Valley - homebuyer programs. **Speaker/Trainer,** Asian Inc. - First-time Homebuyer Education.
- **Hands-on:** Over fifteen years of experience in several leading cross-functional positions including Product Management, Program/Project Management, Engineering Management, and Customer Service in large enterprises and entrepreneur/start-up.

### MARKETING COMMUNICATION

- **Proven track record:** Leader in several industries and technology sectors. Experience in New Product Introduction (NPI). Contributing team members, responsible for the development and successful launches of several generations of new products worldwide including the first WIFI worldwide for 3Com, the first Epson Stylus Color Printer, the first NEC Internet Printer.
- **Marketing Expertise:** Proficiency in delivering marketing collaterals, competitive sales briefs, product positioning, Buyer's Guides, and sales training materials to support product launches in the consumer, Small-Large enterprises market segments. Interface with sales organizations worldwide to provide training on new products and gather product feature requirements to create Product Requirement Document.

### ORGANIZATIONAL SKILLS

- **OEM/ODM Business:** Extensive experience in managing relationships in both vendor and partner roles: Primary interface with OEM/ODM and internal engineering team to analyze and resolve technical issues that arise during the product evaluation and integration.
- **Team Player:** Key team member in the strategic planning and support to win key OEM business and customers. Daily interface with OEM, Partners, Vendors, and contract manufacturers to drive product development/requirement.
- **Product Life Cycle:** Solid understanding and hands-on experience in managing all activities during a product life cycle from concept, design, launch, transition to end-of-life. Responsible for several software and hardware product development projects from inception to delivery. Keen ability to identify and resolve problems quickly.
- **Effective communication:** Effective working relationship with all internal/external organizations including Executive staffs, engineering, operation, supply chain, sales/marketing, MarCom, Public Relations, Press/Analysts, strategic customers.

**EXPERIENCE****SITE DEVELOPMENT/PROJECT MANAGEMENT  
2018-present***Independent Consultant, San Jose, California*

- Land use Consultant: perform feasibility studies to determine the best Land Use application for residential & commercial projects. Determine zoning, rezoning, use permit necessary for site development. Evaluate site plans against zoning code, General Plan policies. Prepare necessary documentation, operating plan for planning review and entitlement. Manage projects ranging from SFR, multi-unit, to commercial and affordable housing. Coordinate works with Designer, Civil, Structural Engineers, Mechanical/Electrical/Plumbing (MEP) to prepare site plan, and communicate with planning staff.
- Project Management: Consult and represent property owners in ground-up and renovation projects from Feasibility, Concept, Design, Permit to Construction Management. Represent property owner at planning meetings with City staff and contractors. Prepare RFP, negotiate contracts, manage schedule with architect, engineers, material management, and construction schedule. Ability to collaborate well with city staff, designers, engineers, and contractors to ensure project quality and delivery. Manage contractors with ground-up and renovation of SFR and multi-unit properties.

**PLANNING COMMISSIONER  
2014-2018***City of San Jose, California*

- Chair 2017-2018, Vice-Chair 2016-2017: Responsible for making decisions/recommendations to the Mayor/City Councils on Land Use and future developments, according to its General Plan, Policies.
- Evaluate all major development projects against city policies relating to Land Use, Zoning, Pre-Zoning, Re-Zoning, General Plan Amendments, and Code Amendments. Knowledgeable of all the major aspects in development from Design Guidelines to Permit, to high-level urban planning process.
- General Plan Task Force Member: Participated in the General Plan, Urban Planning, Budget Review.

**REAL ESTATE SALES/MANAGEMENT  
2001-present***PN Real Estate Group, Inc, San Jose, California  
Intero Real Estate Services, Cupertino, California*

- Management: Responsible for establishing and overseeing the growth of sales associates. Executive management, accountable for the development of several business entities including Real Estate Sales, Mortgage Lending. Recruit, and manage sales associates (team as large as 90 agents). Develop company infrastructure, policies, training programs, and marketing materials.
- Market expertise: Perform market statistics and trends for the purposes of empowering client's decisions, and delivering efficiency and high-quality of sales transactions. Track daily local sale activities and mortgage interest rates. Lead advertisement campaigns including cold calls, farming, door knocks, online, TV, and talk shows. Author monthly real estate and mortgage blogs. Manage day-to-day operational tasks with emphasis on financial growth for real estate and mortgage lending businesses.
- Residential & Commercial: knowledge and insights across different real estate markets including residential, multi-units, 1031-exchanges, development, property management, traditional mortgage, and private lending. Underwrite real properties and perform financial risk analysis for private investors.
- Property Management: Manage rental properties - screening, rent collection, and property maintenance. Familiar with landlord/tenant unlawful detainer (eviction) legal issues.

**SENIOR PRODUCT MANAGER  
SYSTEM ENGINEER  
1990-2001***AirFlow Networks, Inc, Mountain View, California  
3Com Corporation, Santa Clara, California  
NEC Technologies, Inc., San Jose, California  
Epson America, San Jose, California  
Lockheed Martin, Sunnyvale, California*

- Extensive worldwide product development and product management experience.
- Specialized in New Product Introduction. Responsible for the launch of the first generation of Wi-Fi products globally, the first Epson Stylus Color Printer, NEC Internet Printer.
- Managed several OEM/ODM product development projects. PRD/MRD, product definition, roadmap, and product life cycle management. Daily interface with the customer to support and solve problems.

**EDUCATION** Bachelor of Science, Engineering - San Jose State University, San Jose, California