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News from: Office of Mayor Libby
Schaaf

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Mayor Schaaf Announces Jose Corona as Director of Equity and Strategic Partnerships

Oakland— Mayor Libby Schaaf announced today that Jose Corona will join her administration as the Director of Equity and Strategic Partnerships. In this role, Mr. Corona will be responsible for creating, coordinating and facilitating public and private philanthropic partnerships fostering equitable opportunities and benefits for the people of Oakland.

“Bringing Jose Corona on is a great opportunity for Oakland. His experience will allow this administration to maximize the benefits of our public private partnerships to help tackle the complex issues facing our city,” said Mayor Schaaf.

Working as the Chief Executive Officer of Inner City Advisors (ICA) since 2005, an Oakland based non-profit, Mr. Corona established a reputation as a visionary leader who builds mindful and creative organizational cultures that yield high impact and results. He led ICA to becoming a nationally recognized, award-winning organization for its work on scaling small businesses and entrepreneurs as a way to create Good Jobs, especially for people with highest need. In the ten years with ICA, he oversaw a portfolio of companies that created over 3,000 jobs, generating over \$150 million in wealth for local residents and collectively producing almost \$200 million in revenue. In that period, Mr. Corona also increased the percentage of Oakland residents being hired by ICA companies to 73 percent.

“I am humbled by this opportunity, and very excited about what lies ahead for our city,” said Jose Corona. “We are at a critical juncture as we look at building strong communities

with a diverse set of people, businesses and organizations. Mayor Schaaf and I share a core belief that the long-term competitiveness of Oakland is directly linked to the vitality and the diversity in our communities.”

Upon election, Mayor Schaaf sought to increase opportunities for public-private partnership, leading to the development of the Mayor’s Director of Equity and Strategic Partnerships (DESP) position.

Funding for this position comes from the Office of the Mayor’s budget and combined contributions from the following organizations: The East Bay Community Foundation, San Francisco Foundation, Akonadi Foundation, Walter and Elise Haas Fund, Kapor Center for Social Impact and the California Endowment. An Advisory Committee will be established to assist the Mayor and the Director in working effectively with foundations, corporations, nonprofits, and the community.

Prior to working at Inner City Advisors, Mr. Corona served as the Development Director at the Mission Economic Development Agency (MEDA) where he worked to revitalize the Mission District in San Francisco through fundraising, job placement and leading efforts to increase home ownership rates among residents. His work throughout his career with ICA and MEDA has received recognition from *The Huffington Post*, *Stanford Social Innovation Review*, KQED American Graduate, *Forbes Magazine* and the White House Economic Council.

Mr. Corona’s hire is a key step in Mayor’s Schaaf’s goal to assemble a team that will help achieve her goal of responsibly growing Oakland into a vibrant, equitable city where prosperity is shared.

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