



Silicon Valley Encore Fellows 2009 Fellow and Non Profit Profiles (Updated 2.15.10)

The 2009 Silicon Valley Encore Fellows pilot - part of Civic Ventures' Encore Careers campaign - paired 10 former corporate employees with local nonprofits in California's Silicon Valley. Here are the Fellows and their nonprofit work hosts.

Scott Allen

Allen possessed extensive executive experience in small business and marketing management in the publishing sector at MacAdam CAGE Publishing and in the financial sector. Allen is currently finishing up his fellowship at **Aspiranet**, a statewide network of family, adoption, foster care, after school and education programs in California, where he created a business plan for an encore careers job-matching system in California..

John Armstrong

Armstrong, a financial analyst and marketing specialist who worked at a private financial planning firm, Hewlett-Packard, and in the Peace Corps, put his expertise to work on the communications strategy and implementation at **Environmental Volunteers**, a nonprofit that works with trained volunteers to deliver environmental education throughout Silicon Valley. Armstrong is now the Collaborations Project Manager at Environmental Volunteers, heading up "Science by Nature".

Nigel Ball

Ball served in various senior marketing roles for 24 years at Hewlett-Packard, leaving in 2008 as a Vice President. In his fellowship, he applied his marketing expertise and strategic partnership skills to help expand **Resource Area For Teaching (RAFT)**, a teacher support organization that provides low-cost materials, tools and strategies to enhance hands-on math, science and art education in California's San Mateo County. The organization hired Ball as its Marketing Director during his Fellowship.

Gina Cassinelli

Cassinelli leveraged her 20-plus years' marketing experience at Hewlett-Packard, including her role as Vice President of Enterprise Solutions Partners, to raise awareness with the public and key partners about the entrepreneurial work at **Citizen Schools**, a national nonprofit that partners with middle schools to enhance learning for low-income children. Cassinelli is serving as interim Executive Director for the last three months of her Fellowship.

Leslye Louie and Lyle Hurst

Louie and Hurst were both Vice Presidents and General Managers at Hewlett-Packard, with a combined 50 years' experience in marketing, sales, finance, operations and business development. They worked together at **Partners in School Innovation**, a nonprofit that works with low-performing urban public elementary schools to achieve educational equity

through school-based reform. Their job share fellowships increased the group's impact through performance management and marketing. Louie also served as interim Executive Director during a transition in the organization's leadership. Louie and Hurst continue to work at Partners while leading the national expansion of the Encore Fellowships Network.

Luanne Meyer

Meyer brought more than two decades of experience and expertise as a Director managing primary market research projects and teams, including work in the biotech and health care industries, to her Fellowship. She provided marketing expertise and strategic program planning assistance while helping to build new partnerships at **Youth Community Service**, a community education partnership that builds civic engagement and positive youth development for middle and high school students.

James Otieno

Otieno, originally from Kenya, has 23 years of experience working in Silicon Valley, including as a Vice President in Human Resources at Hewlett-Packard. He spearheaded improving human resources systems and management while helping with strategic planning at the **Silicon Valley Education Foundation**, which partners with the private sector and education community to improve public education. Now Otieno is a Vice President in new business ventures at SVEF.

Bill Pace

Pace has 25 years of experience as a senior executive providing strategic management consulting services, including roles as CEO and President at Kurt Salmon Associates. Pace worked to develop a business plan to expand the Encore.org Web site for **Civic Ventures**, a think tank on boomers, work and social purpose. Pace also spent half of his fellowship working as part of a team with Scott Allen, another Encore Fellow, at **Aspiranet**.

Louise Smith

Smith has a doctorate in social psychology and more than 20 years in marketing and systems development in senior roles in the technology sector, including work at Apple and BEA. She helped the **Community School of Music and Arts** develop a comprehensive marketing and outreach plan. Smith continues to be active in community work in the South Bay.