

# Gilda Gonzales

---

---

---

## Executive Leadership

A strategic executive leader with extensive experience in successfully advancing organizational purpose, performance, external relations, and fundraising goals. Demonstrated capacity to develop and implement complex initiatives requiring the engagement and communication with diverse stakeholders anchored in high ethical and professional standards.

## Professional Experience

### **CASA of Monterey County**

Jan 5, 2026

#### ***Executive Director***

Guide CASA's mission to recruit, train, and support community volunteers who advocate for children and youth in foster care and the juvenile justice system. Duties include ensuring advocacy programs operate in compliance with state and local laws, supervising operational and financial matters, directing talent acquisition and HR functions, building and maintaining partnerships with the community and key stakeholders.

### **Planned Parenthood Northern California**

Feb 2014 – June 30, 2025

#### ***Chief Executive Officer (June 2017 – 2025)***

#### ***Interim Chief Executive Officer (Dec 2016 – June 2017)***

- Oversight of \$77MM budget, cash position, and workforce of 420+ staff delivering on its mission throughout 17 health centers and telehealth services reaching 47 CA counties
- Providing executive guidance through challenging political and policy fluctuations with a strong focus on increasing the quality and access to services; increasing revenue streams; stabilizing the workforce; advancing initiatives with state and national partners
- Serve as Chief Fundraiser and Chief Spokesperson managing internal and external communications and outreach efforts for cohesive public facing engagement
- Successful partnership with Board of Directors in management of all governance responsibilities maintaining a fiscally sound organization
- Serve as President of the Planned Parenthood Northern California Action Fund, a 501(c)(4) entity charged with strategic advocacy and electoral goals
- Partial list of accomplishments: completion of \$22MM SF Flagship capital fundraising project; strategic focus on advancing Health Equity; opened four new health centers; launch of new service lines - telehealth, reference lab, community health, and call center; staying operational throughout the COVID crisis without disruption to critical health care services; successful completion of special fundraising campaigns totaling \$32.8MM in addition to growing annual fundraising by \$27.3MM; and implementing the Epic electronic health record system

#### ***Senior Vice President of External Affairs (Feb 2014 – Dec 2016)***

- Served on the Executive Team reporting to the President/CEO
- Oversight responsibilities: Fundraising/Development, Community Services & Education, Communications & Marketing, and Public Affairs
- Development of agency strategic plans, crisis preparation & communication plans, and service expansion work plans

### **The Unity Council, Oakland, CA**

Dec 2004 – Jan 2013

#### ***Chief Executive Officer***

- Chief Executive for a non-profit Community Development Corporation with social equity focus
- Managed \$65MM of agency assets and an annual operating budget of \$21MM

# Gilda Gonzales

---

- Increased the balance sheet from deficit to cash reserves with successful partnerships with foundations, businesses, government agencies, academic entities, and other community-based organizations
- Program offerings: head start, workforce development, AmeriCorps, youth initiatives, mentorship, senior housing and social services, first-time homebuyers, and neighborhood revitalization
- Directed and energized all major organizational initiatives that improved business practices, fiscal status, and staff performance
- Significant accomplishments included: successful turnaround of Fruitvale Transit Village to profitability and to 100% occupancy; drove the creation of The Unity Council's Succession, Business Continuity, and Strategic Plans; and led a complex land transaction that increased cash reserves, reduced agency debt, and averted the organization from default

## **City of Oakland, Oakland, CA**

**Feb 1991 – Oct 2004**

### ***Director of Intergovernmental Affairs (2001 – 2004)***

- Managed Intergovernmental activities directed by the Mayor and City Council
- As a registered state lobbyist directed all state legislative, regulatory, budget and grant requests
- Coordinated federal legislative agenda and grant requests with Washington DC based lobbyist
- Staff liaison to U.S. Conference of Mayors, National League of Cities, League of California Cities, California Big 10 Cities Caucus, and local legislative offices
- Provided testimony at State Assembly and Senate legislative hearings
- Presented written and oral updates to the City Council regarding federal and state legislative activities
- Oversight of Intergovernmental Affairs Office personnel and budget

### ***Chief-of-Staff, Mayor Jerry Brown, and City Manager Robert C. Bobb (1998 – 2001)***

- Served as senior director for both offices as well as representing the Mayor and City Manager at community meetings and business functions
- Managed City staff on major initiatives mandated by the Mayor and City Manager: public safety strategies, enhanced code enforcement and blight programs, and the 10k downtown housing effort
- Served as media/press spokesperson
- Managed the Contract Compliance Office, ADA Division, Grants Management Office, and the Constituent Services Office

### ***Assistant to the Finance Agency Director (1996 – 1998)***

Managed personnel matters in an agency of 107 employees. Developed the City's annual capital budget and presented projections for the five-year capital improvement budget.

### ***Chief Policy Director, Mayor Elihu M. Harris (1991 – 1996)***

Served as the Mayor's senior budget and policy advisor. Provided detailed budget analysis for the Mayor and City Council's review of the City Manager's proposed budget. Policy advisor for parks and recreation operations.

## **Education**

**Master of Public Administration**, California State University, East Bay, 1993

**Bachelor of Science, Industrial Psychology**, St. Mary's College of California, Moraga, 1987

**Certificate of Completion**, Leadership in Crises program, Harvard University, John F. Kennedy School of Government, Executive Education, April 2013

## **Board Governance Experience**

**San Francisco SPCA (January 2023 – Present)**

# Gilda Gonzales

---

---

SF SPCA board members provide the governance leadership in partnership with the CEO to transform how pet guardians access care through a world-class veterinary hospital, adoption center, and community medicine programs. The Board ensures advancement of the vision which builds on SF SPCA's work to provide access to care for animals throughout California, especially in regions like the Central Valley with the goal of positively impacting five million animals.

## **Planned Parenthood Federation of America (2020 – 2025)**

National board members are elected by the 49 Planned Parenthood affiliates from across the country who are members of the Federation. Board members govern and ensure that PPFA accomplishes its mission. The Board of Directors set expectations by providing oversight, decision-making, and guidance on fiscal and programmatic affairs of the organization. Committee assignments included the Board Finance Committee, National Nominating Committee, National Revenue Committee, and Black Health Equity Task Force.

## **Port of Oakland, Board of Commissioners, (2009 – 2013)**

Appointed by Mayor with City Council approval for a four-year term. The Port generates and supports economic activity locally, regionally, and globally through three major business lines: Oakland Airport, Maritime Sea Port and Commercial Real Estate. In partnership with Port executive staff, provided the Board leadership which led to progress on major initiatives including the Oakland Army Base Redevelopment (Phase I Rail Project), BART/Oakland Airport Connector, Maritime Shore Power, Port Accountability & Transparency Initiative, and appointment of new Port Executive Director and Port Attorney. During Board President tenure (2012-13), provided the necessary leadership during high-profile incidents which included strategic coordination with local, state, and federal officials; extensive media interactions; navigating complex labor negotiations; and implementation of major organizational change.

## **First 5 Commission of Alameda County (2007 – 2010)**

Appointed by Alameda County Board of Supervisors for a four-year term. The First 5 Commission allocates California's Prop 10 tobacco tax funds through negotiated and competitive grant processes to support the health and well-being of children 0-5 years in Alameda County. Served on the program committee that established criteria for the annual competitive community grant process totaling \$3MM.

## **Board Trustee, Bay Area Council Economic Institute (2009 – 2012)**

The Institute convened business, labor, government, and academia to analyze key issues affecting the regional economy and mobilize regional elected officials to pursue policy changes to address identified issues.

## **National CRA Advisory Board Member, State Farm Bank (2007 – 2012)**

The Advisory Council assisted the Bank in assessing its community outreach, grant making, and related services targeted within low/moderate income areas and populations.

## **Notable Awards**

- Planned Parenthood Northern California - Acts of Courage Award
- SF Community Clinic Consortium – Healthcare Hero Award
- SF Supervisor District 2 Honoree for Latinx/Hispanic Heritage Month
- Women Making History – Senator Boxer's Action Committee
- Alameda County Women's Hall of Fame Inductee
- 2013 SF Business Times "Forever Influential"
- San Francisco Business Times Most Influential Women in 2010, 2009, 2007
- St. Mary's College 40 Most Influential Women Graduates
- California State Assembly Fellowship