

CHELSEA GODDARD

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EDUCATION

University of California, Berkeley 2016

B.A. with High Honors, Legal Studies

- Research Interests: Political Theory, Political Economy of Development, Criminology, Social Welfare
- Honors Thesis: Communities or Commodities: An Analysis of the Socio-Legal Consequences of Gentrification in the East Bay

B.A. with High Honors, Interdisciplinary Studies Field, concentration in The Built Environment

- Research Interests: Urban Design, Public Policy, Environmental Justice, Public Health, Spatial Analysis
- Honors Thesis: The Great Divide: Gang Abatement and Gentrification in Oakland, CA: 2000-2015

RESEARCH EXPERIENCE

Stanford University School of Medicine 2020

Research Lead

- Lead research under Chelsea Shover, PhD - Postdoctoral Research Fellow in Psychiatry on Harm Reduction Services.

Harvard, T.H. Chan School of Public Health 2017

Imagery Analyst, Signal Program on Human Security & Technology

- Conduct retrospective analysis of satellite imagery and other related data to identify evidence of alleged mass atrocities.
- Source datasets for product deliverables to United Nations and other large humanitarian organizations.
- Lead research for literature reviews of peer-reviewed publications.

UC Berkeley, Department of Environmental Science, Policy, and Management 2016

Undergraduate Research Assistant

- Research assistant to Dr. Matthew Potts for work on the Intergovernmental Platform on Biodiversity and Ecosystem Services (IPBES).
- Reviewed body of academic literature that explored the effects of nature on spirituality, public welfare and individual health.
- Sourced data products to build quantitative understanding of ecosystem service production and biodiversity in multi-use landscapes.

UC Berkeley, College of Environmental Design 2015

Undergraduate Merit Scholar

- Apprenticed Margaret Crawford, Professor of Architecture, Department of Architecture
- Authored original research paper, *The Implications of Socially Conscious Art: A Look Into Brazilian Favelas and How Painting Can Transform Communities*

SELECTED AWARDS AND HONORS

Phi Beta Kappa Honors Society, UC Berkeley 2016

Society for Collegiate Leadership & Scholarship, UC Berkeley 2016

Undergraduate Merit Scholarship, Institute of International Studies, UC Berkeley	2015
Volunteer Leadership Award, YWCA	2015
Dean's Honors List, UC Berkeley	2015
2nd Place Winner, ESRI Hackathon	2015
Dean's Honors List, UC Berkeley	2014

PROFESSIONAL EXPERIENCE

Geosite San Francisco, CA 2020

Advisor to CEO

- Work with CEO to define Product Strategy for company.
- Manage key deliverables from team leads to ensure organizational alignment.

NurseFly San Francisco, CA 2020

Advisor to CEO

- Work with CEO to define Key Performance Indicators for company across all departments.
- Manage strategic projects by working alongside company directors to grow number of nurses and medical placements on platform.
- Help prepare materials and meet with board of directors and team to interpret success and performance.

Homestead San Francisco, CA 2019

Advisor to CEO

- Work with CEO to crystallize go-to-market strategy and operational initiatives.
- Help manage strategic projects for building out modeling capabilities with machine learning to identify housing rates and potential gentrification indicators.

Weights & Biases San Francisco, CA 2019

Head of Growth

- Identify and translate user pain points and business opportunities into feature requests.
- Launch deep learning products that directly contribute to growing the organizational bottom line.
- Manage deliverables of 2 Machine Learning Engineers and 5 external Machine Learning consultants.
- Own analytics infrastructure and manage team of 2 Analysts.

Mapbox San Francisco, CA 2018

Solutions Architect & Product Lead

- Partner with Engineering Managers, Service Owners, and cross-functional partners in the execution and prioritization of new product features.
- Clearly communicate roadmaps, priorities, and decisions across a wide spectrum of audiences from partner teams to executive levels.
- Build customer demos and solutions using HTML, CSS, and JavaScript.
- Manage competitive intelligence and pricing for new product launches alongside General Managers.

Business Development San Francisco, CA 2017

- Work cross-functionally with business, engineering, and product teams to execute against strategic product initiatives and revenue targets.
- Expand Mapbox market share into several key verticals, including Aerospace and BI, and initiate strategic conversations with new and existing users.
- Interrogate data from disparate data sources to identify key trends in user personas and use cases.

- Translate customer needs into business objectives and technical requirements; help guide core product roadmap and go-to-market strategy.
- Sourced \$4.23 million in net new opportunities over 12 months.

ESRI

Redlands, CA

2016

Product Strategy

- Made recommendations to Director of Strategy regarding Business Development and Product Engineering for the ArcGIS platform.
- Designed and developed project and product proposals for Technical Marketing team.
- Provided project management/research support to 3D Analyst, Runtime, GeoDev, and Geodesign teams.
- Tested external mapping software, documented capabilities, identified feature comparisons, reviewed internal product offerings and suggested future developments.
- Knowledge-expertise: VT technology; big data; mesh analysis; GPU databases; machine learning.

Product Management

Redlands, CA

2015

- Worked closely with the product marketing team to articulate new product messaging for ESRI products.
- Created syndicated research report on the Environmental design market, which was presented companywide to help generate awareness on new marketing techniques.
- Interviewed industry professionals and fielded internal survey to employees.
- Analyzed market size, market competition, and market needs.
- Placed 2nd of 20 teams in 2015 Esri Hackathon, by creating mobile app to foster communication between disaster response organizations to eliminate duplicate aid efforts.

Promises Treatment Center

Los Angeles, CA

2013

Rehabilitation Technician, Detox

- Aided in recovery process of 35+ clients through detox and sober living
- Offered consultation to clients regarding substance abuse and long-term treatment options
- Provided medical assistance and medication distribution to clients experiencing physical withdrawal symptoms

SKILLS

GIS

- Proficient in Geographic Information Systems and related software
- Proficient in compiling and testing Open Source software
- Proficient in OpenStreetMap

Web Development

- Proficient in CLI tooling
- Proficient in Git/Github
- Proficient in HTML, CSS

Analytics

- Proficient in SQL
- Proficient in Microsoft Excel
- Proficient in Salesforce

VOLUNTEER EXPERIENCE

- Prison University Project** San Francisco, CA 2020
Grants Associate
• Support researching and qualifying grant prospects and finding new funding opportunities.
- San Francisco Aids Foundation** San Francisco, CA 2020
Volunteer, Syringe Access Services (Needle Exchange)
• Help reduce the number of new HIV and hepatitis C infections, prevent overdose, and save lives by helping staff network of street-based access sites and community-based harm reductions services.
- San Francisco Women Against Rape** San Francisco, CA 2018
Volunteer, Crisis Counselor & Medical Advocate
• Graduated from Sexual Assault Counselor State Certified Training to provide services to survivors of sexual assault in the form of Crisis Counseling and Medical Advocacy at the San Francisco General Hospital Trauma Center.
- Crowd2Map Tanzania** San Francisco, CA 2018
Volunteer, Mapping Consultant
• Completed project with founder Janet Chapman to map every building in Tanzania from OpenStreetMap from 2015-2018. Organization focuses on ending Female Genitalia Mutilation (FGM).
• Final visualization was used in Foss4G 2018 Keynote Presentation.
- St. Vincent de Paul Society** San Francisco, CA 2017
Volunteer, Kitchen Staff
• Serve food to 1,000 people each shift to help impact those suffering from homelessness and domestic violence at the Multi-Service Center South Homeless Shelter.
- YWCA USA** Berkeley, CA 2015
Volunteer, Anti Human Trafficking Intern
• Completed 3 month internship that involved trauma-informed mentoring program for victims of commercial sexual exploitation and at-risk youth ages 12-17.
- YWCA USA** Berkeley, CA 2015
Volunteer, Youth Mentor
• Work with a young person who is experiencing a challenging home situation; spend time helping with homework and activities.
• Received award for Volunteer Leadership.
- Braille Institute of America** Los Angeles, CA 2011
Volunteer, Teachers Assistant, Librarian, and Lunch Guide
• Provide services for the blind and visually impaired, offering training and access to resources.

REFERENCES

Michael Musheno

Thomas Burt

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