

**Application for Appointment to Board, Commission, Committee, Task Force or Position**

Applicants appointed by the Board of Supervisors will be required to take an oath of office. All applications will be kept on file for one year from the date of application.

**Public Records Act**

Applications are public records that are subject to disclosure under the California Public Records Act. Information provided by the applicant is not regarded as confidential except for the addresses and phone numbers of references and the applicant's personal information including home and work addresses, phone numbers and email address.

**Form 700 Conflict of Interest Code**

[California Fair Political Practices Website](#)

Please note that appointees may be required by state law and county conflict of interest code to file financial disclosure statements.

**Which Boards would you like to apply for?**

Bay Area Toll Authority Regional Measure 3 Independent Oversight Committee: Submitted

**Category of Membership for Which You Are Applying**

volunteer

**Profile**

Aisha  
First Name

Middle Initial

Nasir  
Last Name

Email Address

Home Address

Suite or Apt

American Canyon  
City

CA  
State

94503  
Postal Code

**Which supervisorial district do you reside in? \***

District 5

To find your supervisorial district go to <https://www.countyofnapa.org/2051/Find-my-supervisor-and-district> and enter your address.

Primary Phone

self employed

Employer

IT

Job Title

IT

Occupation

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## Education/Experience

MBA from Punjab university Lahore, Pakistan Human Resource Certification UC Berkeley, Ca

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## Name and occupation of spouse within the last 12 months, if married. (For conflict of Interest purposes)

Amir Shafi, Engineer

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## Resume

[AishaNasirResume\\_1\\_.pdf](#)

Upload a Resume

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Letter of Recommendation or Supplemental Attachments

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## Professional or occupational license, date of issue, and expiration including status

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## References: Provide names and phone numbers of 3 individuals who are familiar with your background.

Gopal Shanker [REDACTED] Judd Wallenbrock [REDACTED] Michael Baldini ([REDACTED])

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## Community Participation

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### Please explain your reasons for wishing to serve and, in your opinion, how you feel you could contribute.

I am eager to serve on the MTC's Regional Measure 3 (RM3) Oversight Committee due to my deep commitment to community development and public service. My extensive experience with the Citizen Advisory Committee of Napa Valley Transportation Authority (NVTA) and as a Library Commissioner in Napa Valley has ingrained in me a passion for making a tangible impact on transportation infrastructure and the overall quality of life in our region. As a member of the Citizen Advisory Committee (CAC) at NVTA, I have led discussions and give recommendations to update and improve transportation infrastructure. This role has provided me with a solid understanding of the complexities involved in transportation planning and implementation, which I believe can be highly beneficial to the MTC's oversight efforts. Additionally, I am dedicated to advocating for sustainable and efficient transportation solutions. My background in developing policies and advocating for public transportation improvements equips me with the necessary skills to ensure that RM3 funds are utilized effectively to enhance public transportation and reduce traffic congestion.

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### Nature of activity and community location

**Other County Board/Commission/Committee on Which You Serve/Have Served**

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Napa Valley Transportation Citizen Advisory Committee Member Napa County Library  
Commissioner River Middle School Board Member, Napa

**Public Actions that may impact Credit Rating (List all court or other public administration actions impacting your credit rating within the past ten (10) years)**

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**Electronic Signature Agreement**

**I meet the criteria required to serve in this position.**

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Yes  No

**I declare under penalty of perjury that the foregoing is true and correct.**

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Yes  No

**Please Agree with the Following Statement**

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**By checking the "I agree" box below, you agree and acknowledge that 1) your application will not be signed in the sense of a traditional paper document, 2) by signing in this alternate manner, you authorize your electronic signature to be valid and binding upon you to the same force and effect as a handwritten signature, and 3) you may still be required to provide a traditional signature at a later date.**

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I Agree

**Electronic Signature (First M. Last)**

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Aisha nasir

**Date**

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7.06.2024

## **Aisha Nasir**

**Professional Profile:** Dynamic and results-oriented IT management consultant and entrepreneur with a proven track record of driving business growth through strategic development, market analysis, and innovative solutions. Highly skilled in critical thinking, effective collaboration, and persuasive communication. Fluent in English, Urdu, Hindi, and Punjabi.

### **Highlights:**

- Expert in strategic business development, market analysis, and consumer behavior.
- Proficient in MS Office, SEO, Amazon Marketplace, advertising, Google Analytics, and project management.
- Successfully led teams to develop and implement marketing and online services for consumer electronics brands, achieving significant platform expansion and collaborations with companies like Beats by Dr Dre and Bose.
- Demonstrated strong leadership and management skills in various roles, driving organizational success and growth.

### **Professional Experience:**

#### **Founder & CEO, IKMYNT (2020 -Present)**

- Spearheaded IT management consulting services, focusing on market analysis and consumer behavior to develop effective advertising campaigns and promotions.
- Led the development of SEO-friendly Amazon store setups, resulting in increased visibility and sales.
- Implemented brand protection and online price monitoring services, achieving a 25% reduction in price protection budget.
- Fostered strategic partnerships and collaborations with leading consumer electronics brands.

#### **Library Commissioner, Napa Valley Library (2023 - Present)**

- Developed innovative programs and policies for various libraries within Napa Valley, enhancing community engagement and resource utilization.
- Led initiatives to modernize library services and improve user experience through technology integration.

#### **Citizen Advisory Committee, Napa Valley Transportation Authority (NVTA) (2016 - Present)**

- Led discussions and initiatives to update and improve transportation infrastructure within Napa County.
- Successfully advocated for sustainable and efficient transportation solutions, resulting in enhanced public transportation services.

**Board Member, River School (2014 - 2018)**

**Women's Event Planning Team, United Nations Association, SF Chapter (2011 - 2013)**

**Vice President, Auditor, Treasurer, Donaldson Way Elementary School PTA (2006 - 2013)**

**Financial Analyst & HR Assistant, Lahore Carpets, LLC. (1996 - 2000)**

**Education:**

- Master of Business Economics, University of Punjab. Concentration: Business and Economics.
- Bachelor of Arts in Economics, Kinnaird College. Concentration: Economics.

**Certifications:**

- Certification in Human Resource Management, UC Berkeley.

**Technical Skills:**

- Advanced proficiency in MS Office Suite (Excel, Word, PowerPoint).
- Expertise in Search Engine Optimization (SEO) and Google Analytics.
- Proficient in Amazon Marketplace management and online advertising.
- Strong project management and strategic planning skills.