



# MITCH GREEN

## ART DIRECTOR

★ LINCOLN, NEBRASKA  
415 786 7978 | MITCHGREEN.COM

I moved to the Bay Area in 1999 to join in the transformation of media. I left my native Nebraska as a technician and returned a storyteller. My design-focused abilities as a writer, editor, performer and illustrator were honed by success on the web, in print and live on stage.

### SKILLS

- Hiring creative people
- Communicating and executing creative vision
- Documenting processes
- Data-driven story telling
- Copywriting
- AP Style
- Headline writing
- GREP (Automating text processing)
- Automating Excel formulas
- HTML/CSS
- Photoshop actions
- InDesign scripting
- Illustration
- Caricature
- Storyboarding

### MASTERED SOFTWARE

- Photoshop
- InDesign
- Illustrator
- Acrobat
- Excel

### HISTORY

San Francisco Business Times  
**SENIOR ART DIRECTOR** SEPTEMBER 2001 – JANUARY 2020

Illustrated cover of the paper over 25 times; Drew dozens of weekly spot illustrations, many award-winning feature illustrations

Worked with editors and researchers to make explanatory drawings, breaking down processes like making jelly beans, or water-minimizing landscaping for readers to understand

Transformed original research into clear and reader-friendly infographics

Coached reporters in effective data-driven storytelling

Implemented two top-to-bottom redesigns, including one led by Mario Garcia

Curated a weekly news summary page, selecting stories and art to highlight the week's events. Wrote headlines and blurbs. Wrote flavor and explanatory text for charts

Developed and documented the production processes for the paper edition

Coordinated the many stakeholders' feedback on the layout of the weekly issue by centralizing communications

Switched printing business to new vendors, improving paper quality for same price, and getting longer deadlines. Ultimately saving over \$100,000 yearly

### EDUCATION AND TRAINING

23rd Street Studio,  
San Francisco  
Dates: 2000-2020

Weekly figure drawing session with a live model. Improved my drawing ability significantly.

BATS School of Improv,  
San Francisco  
Dates: 2009-2018

Various classes in theatrical improv. Creativity, presence, fast-thinking leveled-up.

University of Nebraska  
at Omaha  
Dates: 1993-1997

Broadcasting major. Wrote journalistic stories and copy for television and radio. Drew storyboards.

### AWARDS

🏆 2018 San Francisco Press Club Greater Bay Area Awards, Cover Design and Feature Design

2017 CNPA California Journalism Awards, Inside Page Design

2017 San Francisco Press Club Greater Bay Area Awards, Feature Design

2016 Society for News Design Creative Competition, Cover Story News Design

2016 CNPA Better Newspapers Contest, Illustration & Inside Page Design

2015 CNPA Better Newspapers Contest, Illustration



## ART DIRECTION

For a cover story about the new arena for the Golden State Warriors being opened for its first events, Me and photographer Todd Johnson trekked out to the site on the Bay, and scouted out the best spots to send up a drone to get the shot of the sun rising above the stadium.

**MITCH GREEN**  
**ART DIRECTOR**  
 MITCHGREEN.COM

**SAN FRANCISCO BUSINESS TIMES**

COVER STORY

# A NEW DAY FOR THE WARRIORS

Chase Center is more than a new, \$1 billion home on the San Francisco waterfront. When it opens next month, it will put the team in a whole new ballgame.

BY RON LEUTY, 16

TODD JOHNSON

### STRUCTURES

#### Women-led deal

Stockbridge CFO Kristin Renaudin was part of an all-female team — 14 in all — behind the investor's \$570 million portfolio purchase.

BLANCA TORRES, 6



### HOSPITALITY

#### Bagging an icon

Timbuk2 and its messenger bags have been synonymous with the San Francisco "maker" movement for 30 years. A new owner says its HQ isn't going anywhere.

KATIE BURKE, 11



### EXECUTIVE PROFILE

#### Batting cleanup

By her own admission, Lydia Tan doesn't know baseball. But she knows real estate, so she's a key player for the A's in the team's quest for a new stadium.

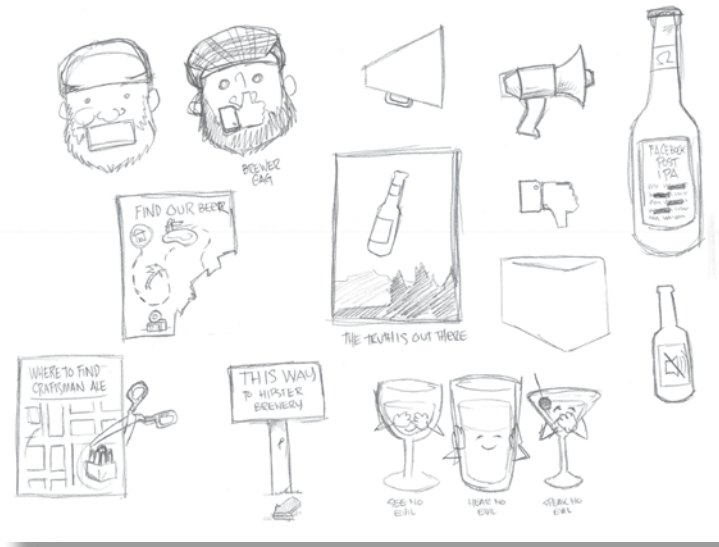
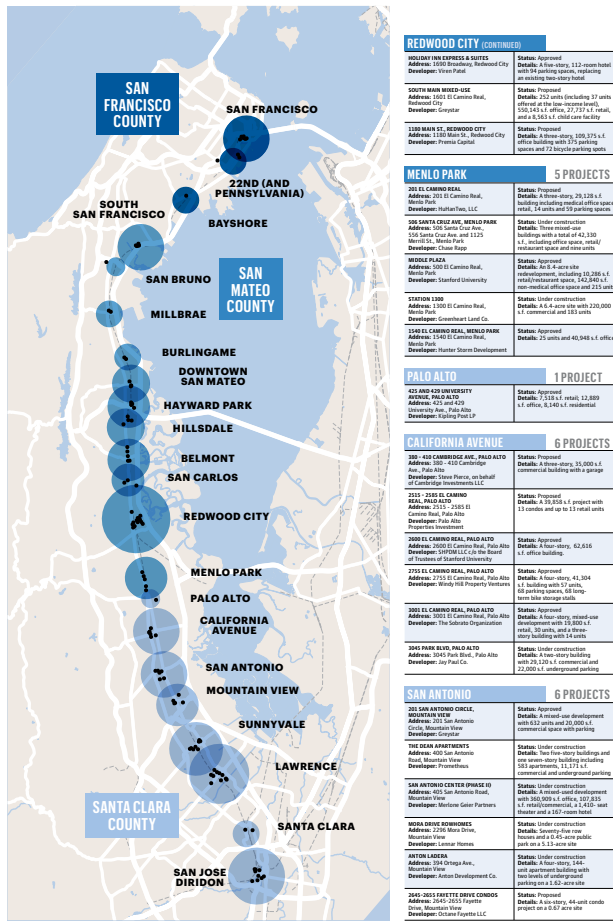
BLANCA TORRES, 35

**SAN FRANCISCO BUSINESS TIMES**  
 August 16, 2019  
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 275 Battery St.  
 Suite 600  
 San Francisco, CA 94111

**Breaking news online**  
[SanFranciscoBusinessTimes.com](http://SanFranciscoBusinessTimes.com)  
**On Twitter and Instagram**  
 @SFBusinessTimes  
**Daily email updates**  
[SanFranciscoBusinessTimes.com/newsletters](http://SanFranciscoBusinessTimes.com/newsletters)

# INFO GRAPHICS

Editor Christine Kilpatrick asked various municipalities to report on construction plans near the CalTrain rail lines, and provided me a rough spreadsheet, which I cleaned-up, added more details, and converted into a graphic spread.



## SPOT ILLUSTRATION

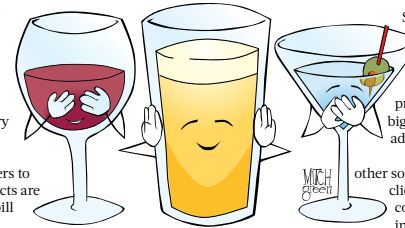
For a story about California regulations making it illegal for brewers and distillers to actually say where they were located in their social media marketing materials, I worked-up a number of illustrative concepts, and then polished-up a final element to run with the story.

## Serving beer and wine on social media

A new state assembly bill is loosening the rules on what distilleries, wineries and breweries can post on social media.

California Governor Jerry Brown signed Assembly Bill 780, which will allow alcoholic beverage producers to identify where their products are sold on social media. The bill will go into effect Jan. 1.

Currently, wineries, breweries and distilleries aren't allowed to tell



California breweries and wineries

shifting.

Stechschulte, media director for San Francisco-based Speakeasy Ales & Lagers.

The previous law was reportedly created to protect small businesses from bigger beer brands with lots of advertising budget.

Even showing support for other social media messages, such as clicking "favorite" on a tweet, could get an alcohol producer in trouble.

But attitudes around the law are shifting.

**MITCH GREEN**  
ART DIRECTOR  
MITCHGREEN.COM



REPORTER'S NOTEBOOK

# DO DADS OF DAUGHTERS MAKE BETTER VCS

The latest research from Harvard University shows that hiring more women investment partners leads to better VC fund performance

**T**he venture capital industry's struggles with diversity have been documented time and time again. But new research has demonstrated one specific factor that leads venture capitalist partners to start hiring more female partners: Having daughters.

According to a study from Harvard University professors Paul Gompers and Sophie Wang published by the National Bureau of Economic Research, VC partners who have female children are more likely to hire female partners, which in turn leads to better investment returns. The proportion of female hires increases by nearly 2 percent if a male venture capitalist's son is replaced by a daughter, suggesting a 24 percent increase in the probability of hiring a senior female investor, according to the research.

The study notes the nearly universal effect of "homophily," the tendency of individuals to associate with similar others, but shows that "treatments" like having a daughter can shift that pattern for investment leaders.

This isn't the first time this phenomena has been identified. Businesses led by CEOs with at least one daughter scored nearly 12 percent higher than other S&P 500 companies on metrics measuring corporate responsibility like diversity, community, environmental conservation and human rights.

Vance Hutchinson, founder of Oakland-based tech consultancy ReadySet and co-founder of Project Include, agreed with the idea of the homophily effect, and added that it applies to founders of the companies that VC firms choose to invest in as well.

"What we've seen is that for the most part, VC firms are white and male, and the vast majority of VC



founders are white and male," she said. "The people VC firms choose to see as having potential and choose to support usually look like them."

The study points that parenting daughters reduces bias toward women, leading to more female hires. The increased diversity of thought and investment opportunities that result end up creating higher performance in the funds themselves.

The lack of women among top VC investment partners corresponds with lower investment in women founders and their companies. Statistics from Pitchbook showed that female founders received less than 2 percent of the almost \$60 billion in venture capital distributed in 2016.

Those numbers are striking, especially when considering that historically, companies with female founders perform better than those led by men.

Diversifying the top ranks of VC firms has picked up increased urgency in the face of the multiple harassment scandals that have rocked investment and tech companies in the last six months.

Earlier this month, Google fired a software engineer for posting a memo criticizing the company's diversity training and claiming that women get hired at lower rates in the tech industry because of bio-

logical differences that make them less suited for many tech jobs. Uber has also been under fire. Its series of scandals began with a blog post by Susan Fowler, a former Uber engineer who detailed the company's misogynistic culture and how the company improperly handled sexual harassment allegations.

Gompers and Wang say their study doesn't point to a correlation between VCs having female daughters and investing in more companies with female founders, but did indicate

that having high-ranking women partners did correlate with increased investment in female-led companies.

Still, Hutchinson said daughters of venture capitalists aren't necessarily going to solve the tech world's deeper diversity problems, because they also tend to fit the mold of being wealthy and white.

"The women (VCs) see as daughters in their lives don't necessarily look like me, for example," she said. "That ignores that intersectionality component. We're not really addressing diversity in the VC space if we're not including women of color."

Reyes-Wekade is an editorial intern, and Traugott a multimedia producer, for the Business Times.

**3.2x INCREASE**

The relative effect of having a daughter over a son in excess return for a venture fund



Kevin Traugott  
Aljondra Reyes-Wekade

REPORTER'S NOTEBOOK

# PROP. 13'S \$11 BILLION QUESTION

'Split roll' proposal that could put the squeeze on landlords heads for the 2018 ballot

**A** proposal to remove commercial buildings from Prop. 13 protections could raise California's annual property tax revenue by an estimated \$11 billion.

The "split roll" ballot measure, slated on Friday for the November 2018 election, would be the state's biggest property tax change in decades. If passed, it would increase property taxes for hundreds of thousands of properties around the state. It comes as commercial landlords stand to benefit from the Republican tax bill that will likely pass this week.

Prop. 13, passed in 1978, caps California's property values to 2 percent increases each year, unless the property is sold. Under the proposal, industrial and retail buildings would be reassessed every three years based on their market value starting in 2020. All housing, agricultural and vacant lots zoned for residential would remain unaffected.

The proposal would exempt small businesses that own their buildings and have 50 or fewer employees. The measure would raise taxes for large office and retail buildings, particularly in hot investment mar-



kets like San Francisco. A University of Southern California study found that 4 percent of the state's commercial buildings are worth \$5 million or more and would account for 80 percent of new tax revenue.

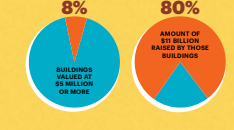
The bill's sponsors are PICO California, California Galis, League of Women Voters California, Advance Project California and Invoce California, which are nonpartisan and community groups.

New revenue would go to cities and counties, and not the state or federal government. The proposal's sponsors said the measure will help fund California's public schools, which they said are currently starved in the country in per pupil spending, as well as city services such as parks, libraries and homeless services.

"Restoring funding to create world-class schools that educate the next generation of entrepreneurs

TAX BREAKDOWN

A University of Southern California study found that 4 percent of the state's commercial buildings are worth \$5 million or more, but would account for 80 percent of new tax revenue.



and the workforce for tomorrow's economy is critical to California's future. Washington, D.C., is about to give billions of dollars in tax breaks to multinationals, billionaires and corporations who are already avoiding paying billions of dollars per year in California," said Veronica Carreras, policy and campaign development director of California Galis in a statement.

"By closing the corporate property tax loophole, California can fund world-class schools, build a stronger workforce for tomorrow and adequately fund vital local services," she said.

The measure has support from some local elected officials. "Prop. 13 needs to be reformed. The first step has been taken with the filing of this ballot measure," said State Senator Scott Wiener (D-San Francisco), on Twitter.

"The Business Times found that some of San Francisco's most valuable office properties are assessed by the city as a fraction of their market value. Ownership stakes in buildings such as 185 Market St., 145 Market St. and One Market Plaza have sold for millions of dollars more than the city's assessed values. Owners have been exempt from higher property taxes and transfer taxes because less than 10 percent ownership has been sold in those deals.

"This will be characterized accurately as a job-killing bill," said Gopal, whose group is named after the original Prop. 13 sponsor. "There's not a need for it. It's going to be destructive."

Gopal said business groups such as the California Business Roundtable and California Chamber of Commerce will also fight the bill. "There will be a huge coalition to defeat this," he said.

LI covers real estate for the San Francisco Business Times.

**MITCH GREEN**  
ART DIRECTOR  
MITCHGREEN.COM

**particulate**

ARTIST  
Kimberley D'Adamo Green

SCIENTIST  
Dr. Jim Hobbs

APRIL 21, 2018 - JULY 8, 2018

Artist Reception:  
SATURDAY, APRIL 21, 2018,  
2:00PM - 4:00PM

HAYWARD SHORELINE INTERPRETIVE CENTER  
4901 Breakwater Avenue, Hayward, California

A DIALOGUE BETWEEN A SCIENTIST AND AN ARTIST  
about the restoration of the industrial salt ponds of the South Bay, explores the return of wildlife to areas of the Bay previously too salty to sustain native flora and fauna. On display will be photos of the restoration and monitoring work being done by D. Jim Hobbs's Lab of the Department of Wildlife, Fish and Conservation Biology at UC Davis, and paintings by Kimberley D'Adamo Green inspired by the estuary in flux.



**particulate**

ARTIST  
Kimberley D'Adamo Green

SCIENTIST  
Dr. Jim Hobbs

APRIL 21, 2018 - JULY 8, 2018

HAYWARD SHORELINE INTERPRETIVE CENTER  
4901 Breakwater Avenue,  
Hayward, California

**SERIAL MONGER LIST**

DANIEL DAVIDSON'S monthly QUEST to find the PERFECT IMPROV PARTNER

SEA TEA COMEDY THEATER  
15 ASYLUM STREET, HARTFORD, CT 06103

# BODY OF EVIDENCE

From head to toe, Bay Area researchers are involved in thousands of clinical trials

**PUTTING SKIN — BLOOD AND ORGANS — IN THE CLINICAL TRIAL GAME**

**TRIALS OF INTEREST**

**LARGEST TRIAL**

**LOWEST TRIAL**

**STARTUP'S FIRST TRIAL**

**GETTING CLOSER TO WHAT YOU WANT**

**NUMBER OF TRIALS LAUNCHED**

**BIG FOUR OF BAY AREA DRUG DEVELOPMENT**

# THE BAY AREA BUILDING GAME

JULIA COOPER | [jcooper@sfbusintimes.com](mailto:jcooper@sfbusintimes.com)

Ask any developer what it's like to get a project built in the Bay Area and you might hear a lot of frustration. One developer mentioned having to go through "years of tortuous public hearing and negotiations" to get projects built. Why would it take so long? From complying with local building codes to dealing with city agencies, NIMBIs, rising costs, material delays and worker shortages, a host of barriers might pop up that cause delays of months — and often years. Want a peek at a few of the roadblocks developers might encounter along the way to building a project? Well, step right up and play The Building Game.

**START DEVELOPER WITH A DREAM**

**NIMBY IS POWER**

**BOUGHT UP ALL THE ADJACENT LOTS**

**NIMBY ATTACK**

**THE RULES**

**BUREAUCRAT TROUBLE**

**CITY DENYMENT TAKES LONG LEAD**

**GETTING HELP FROM A HIGHER POWER**

**NECESSARY CITY DEPT UNDER-STAFFED**



**TREE REMOVAL**

**DID YOUR HOME-WORK AND GOT TREES REMOVED**

**ENVIRONMENTAL CLEARANCE**

**REQUIRED STOP FOR CLEAN CLEARANCE**

**ROUGH AREA, BUT YOU'VE GOT PLENTY OF MONEY**

**CONSTRUCTION CREWS SCARCE**

**ROUGH NEIGHBORHOOD, ROUGH FINANCING**

**CONSTRUCTION COST INFLATION**

**SMART SHOPPING, MATERIALS COSTS BEAT INFLATION**

**PORTS SHUT DOWN**

**CALTRANS MOVES OUT BIRTH-OF-NIMBY EARLY**

**YOU GET AN INDIFFERENT, INCOMPETENT CITY STAFFER**

**YOUR BUILDING IS GOING TO CAST A SHADOW**

**UTILITIES CREWS ARE BACKLOGGED**

**PORT STRIKE! MATERIALS SHORTAGE**

**RED TAPE AVALANCHE**

**STOP FOR CLEAN CLEARANCE**

**GOT WRAPPED UP IN RED TAPE**

**ROUGH AREA, BUT YOU'VE GOT PLENTY OF MONEY**

**CONSTRUCTION CREWS SCARCE**

**ROUGH NEIGHBORHOOD, ROUGH FINANCING**

**CONSTRUCTION COST INFLATION**

**SMART SHOPPING, MATERIALS COSTS BEAT INFLATION**

**PORTS SHUT DOWN**

**YOU BUILT IT!**



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