



MITCH GREEN

COMMUNICATOR

★ 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
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 Suite 600
 San Francisco, CA 94111

Breaking news online
SanFranciscoBusinessTimes.com

On Twitter and Instagram
[@SFBusinessTimes](https://twitter.com/SFBusinessTimes)

Daily email updates
SanFranciscoBusinessTimes.com/newsletters

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

The 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 capital 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.

Gompers and Wang also make the business case for diversifying the leadership of venture capital firms. According to their analysis, the relative effect of having a daughter over a son is a 3.2 percent increase in excess return for a venture fund. Data cited in the research indicates that only about 10 percent of new hires at venture capital firms are women—and 75 percent of venture capital firms have never had a senior investment professional who is a woman. Additionally, white women make up 45 percent of the total venture capital workforce, they are mainly centered in administrative, marketing and communication roles. The proportion of women declines to 11 percent when it comes to high-ranking investment partner positions.

The study notes the nearly universal effect of "homophily," the tendency of individuals to associate with similar others, but shows that "treatment" 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 3 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-founded 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 (VC's) 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-Vekade is an editorial intern, and Traugott a multimedia producer, for the Business Times.



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 owner files for reassessment 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.

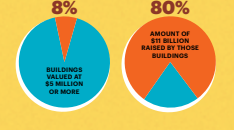
The bill's sponsors are PICO California, California Galis, League of Women Voters California, Advance Project California and Invoce California, which are nonpartisan and community groups.

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 address quality 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 measure 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.

LJ covers real estate for the San Francisco Business Times.

usual amendment and will require 583,407 signatures by June to be placed on the ballot. It would then need a majority vote to pass.

Business and anti-tax groups oppose the measure and are mounting a campaign to block it.

"A tax increase of this size will lead to higher consumer prices for goods and services we use every day. In addition to that, this misguided measure would drive employers out of California, taking middle-class jobs and future career opportunities with them," said Teresa Cautanza, CEO of California Taxpayers Association, in a statement.

Restoring funding to create world-class schools that educate the next generation of entrepreneurs is critical to California's future.

VERONICA CARRERAS, policy and campaign development director of California Galis.

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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

