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OFFICE OF THE  
SECRETARY

MURIEL BOWSER  
MAYOR

FEB 11 2019

The Honorable Phil Mendelson  
Chairman  
Council of the District of Columbia  
John A. Wilson Building  
1350 Pennsylvania Avenue NW, Suite 504  
Washington, DC 20004

Dear Chairman Mendelson:

In accordance with section 2 of the Confirmation Act of 1978, effective March 3, 1979 (D.C. Law 2-142; D.C. Official Code § 1-523.01), and pursuant to section 4 of An Act To establish and provide for the maintenance of a free public library and reading room in the District of Columbia, approved June 3, 1896 (29 Stat. 244; D.C. Official Code § 39-104), I am pleased to nominate the following person:

Mr. Victor Reinoso  
616 Aspen Street NW  
Washington, DC 20012  
(Ward 4)

for reappointment as a member of the Board of Library Trustees, for a term to end January 5, 2024.

Enclosed, you will find biographical information detailing the experience of the above-mentioned nominee, together with a proposed resolution to assist the Council during the confirmation process.

I would appreciate the Council's earliest consideration of this nomination for confirmation. Please do not hesitate to contact me, or Steven Walker, Director, Mayor's Office of Talent and Appointments, should the Council require additional information.

Sincerely,

A handwritten signature in black ink that reads "Muriel Bowser".  
Muriel Bowser



Chairman Phil Mendelson  
at the request of the Mayor

A PROPOSED RESOLUTION

IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

Chairman Phil Mendelson, at the request of the Mayor, introduced the following resolution,  
which was referred to the Committee on \_\_\_\_\_.

To confirm the reappointment of Mr. Victor Reinoso to the Board of Library Trustees.

RESOLVED, BY THE COUNCIL OF THE DISTRICT OF COLUMBIA, That this resolution may be cited as the "Board of Library Trustees Victor Reinoso Confirmation Resolution of 2019".

Sec. 2. The Council of the District of Columbia confirms the reappointment of:

Mr. Victor Reinoso  
616 Aspen Street NW  
Washington, DC 20012  
(Ward 4)

as a member of the Board of Library Trustees, pursuant to section 4 of An Act To establish and provide for the maintenance of a free public library and reading room in the District of Columbia, approved June 3, 1896 (29 Stat. 244; D.C. Official Code § 39-104), for a term to end January 5, 2024.

Sec. 3. The Council of the District of Columbia shall transmit a copy of this resolution, upon its adoption, to the nominee and to the Office of the Mayor.

Sec. 4. This resolution shall take effect immediately.

# VICTOR A. REINOSO

## SUMMARY

Entrepreneurial leader with more than fifteen years experience starting, managing, and reforming public and private sector organizations. Significant experience with senior private, public, and governmental leadership.

### WORK EXPERIENCE

- 10/2014-present      **DECISION SCIENCE LABS**      Washington, DC  
*Co-founder & CEO.* Our financial analytics & budgeting platform helps school leaders see where spending goes; link resources to outcomes; learn how spending and results compare to others serving similar students; and make smarter resource allocation decisions.
- 12/2013-10/2014      **NEWSCHOOLS VENTURE FUND**      San Francisco, CA & Washington, DC  
*Entrepreneur in Residence.* Provide support to early stage education technology companies in the NewSchools portfolio, while launching an enterprise financial analytics & budgeting platform for the K-12 market.
- 1/2011-present      **INDEPENDENT INVESTOR & ADVISOR**      Various locations  
Advisor & investor to early stage education technology startups & accelerators, including csMentor, eduPath, Ellevation Education, GSVLabs, KnowRe, LearnZillion, New Schools Venture Fund Seed Fund, Socratic Labs, and TenMarks (acquired by AMZN, 10/2013).
- 1/2012-present      **THE ASPEN INSTITUTE**      Aspen, CO & Washington, DC  
Moderator for Aspen Global Leadership Network, the Pahara Fellows and Aspen Seminar.
- 2/2011-7/2013      **GEORGETOWN UNIVERSITY**      Washington, DC  
*Senior Advisor to the President.* Advise & lead senior staff on a portfolio of special projects. Highlights include:
- Initiating & leading unprecedented New Campus Master Planning process, including selection of architecture & development teams, site selection, and program design.
  - Conducting focus groups & meeting w/ business, gov't & education leaders in India to develop market entry strategy for University.
  - Recruiting & working with former White House CIO Vivek Kundra to develop reorganization plan for University Information Services (administrative IT department).
- 1/2007-1/2011      **EXECUTIVE OFFICE OF THE MAYOR**      Washington, DC  
*Deputy Mayor.* Member of Mayor's 5-person executive management team.
- Oversee management of education agencies, including OSSE (DC State Education Agency), Office of Public Education Facilities Management; (\$1.3 billion operating budget & 8,000 FTEs; Direct agency reports: \$570MM operating budget, \$250MM capital budget & 700 FTEs).
  - Led takeover of public school system – recognized as most aggressive public education turnaround attempt in country (posting double-digit academic achievement gains).
    - Drafted & executed takeover strategy;
    - Recruited new management team;
    - Created & manage interagency innovation investment fund;
    - Oversaw drafting of winning Race to the Top grant application.
- 1/2003-1/2007      **FEDERAL CITY COUNCIL**      Washington, DC  
*Chief Operating Officer & Director of Education Initiatives.* Responsible for day to day

management of non-profit, non-partisan membership organization comprised of the region's top business, professional, educational, and civic leaders. Project highlights included:

- Increasing membership base and membership contributions;
- Plan to restructure DC Public Library system;
- Plan to restructure DC Public Schools & replicate high-performing charter schools.

2/2001-1/2003 9/1997-6/1999	MARCONI PACIFIC, INC. <i>Senior Associate &amp; Associate.</i> Case team leader advising executives on operational efficiency, new market opportunities, acquisitions, and turnaround.	Bethesda, MD
	<ul style="list-style-type: none"><li>• Advised major TV network on consolidation of overlapping local affiliates..</li><li>• Improved profitability, customer satisfaction &amp; retention at \$3 billion property &amp; casualty insurer through process redesign of 100-seat customer service &amp; claims center.</li><li>• Drafted new business unit launch strategy for Fortune 100 company.</li><li>• Designed financial model and integration strategy for private equity CRM roll-up.</li><li>• Turnaround of regional wireless carrier through operating budget realignment, inventory management redesign, pricing overhaul, and retail store redesign.</li></ul>	
6/1999-1/2001	RADIOFUTURA.COM, INC. <i>Founder, President &amp; CEO.</i> Founded venture-backed private-label Internet radio service.	Washington, DC
6/1996-5/1997	AMERICA ONLINE <i>Independent Consultant to Division President.</i> Part of team drafting business plan and creating prototype for B2B division (AOL Enterprise); part of M&A team conducting due diligence of acquisition targets.	Vienna, VA
8/1994-8/1995	INTER-AMERICAN DEVELOPMENT BANK <i>Independent Consultant.</i> Planning & implementation of computerized debt finance system.	Washington, DC
1/1992-6/1994	FAIR EMPLOYMENT COUNCIL <i>Manager.</i> Founding staff member of civil rights research & advocacy organization that adapted fair housing law enforcement technique to EEO law. Managed 12 person team.	Washington, DC
8/1991-1/1992	CHARLES UNIVERSITY <i>Visiting Lecturer.</i> Taught beginning, intermediate and advanced conversational English.	Prague, Czech Republic
EDUCATION		
8/1995 – 6/1997	MIT SLOAN SCHOOL OF MANAGEMENT <i>MBA (Strategic Management &amp; Venture Development).</i> Two-time MIT \$50K Business Plan Competition Finalist.	Cambridge, MA
8/1987 – 5/1991	GEORGETOWN UNIVERSITY <i>BS in International Relations (School of Foreign Service)</i> Rhodes Scholar Nominee; Vice-Chair of Student Gov't; Nat'l Hispanic Scholar.	Washington, DC
OTHER PERSONAL INFO	Member, Aspen Global Leaders Network. Aspen Institute Fellow. German Marshall Fund Fellow. Joven Líder Hispano (Gov't of Spain).  Have served as director & officer on the boards of several community based social service and arts organizations. Fluent in Spanish. Traveled extensively through US, Europe, Latin America, and Southeast Asia. Avid cook, gardener, film buff, reader and runner. Eagle Scout. Married with two children, both of whom attend DC Public Schools.	



Executive Office of the Mayor - Office of Talent and Appointments  
John A. Wilson Building | 1350 Pennsylvania Avenue, Suite 600 | Washington, DC 20004

## Victor Reinoso



Victor Reinoso is a current member of the District of Columbia Board of Library Trustees. He is currently is a senior adviser to Bellwether. He advises on a range of projects involving public sector work, innovation, and finance.

Mr. Reinoso is entrepreneur in residence at the NewSchools Venture Fund and co-founder of Decision Science Labs, a K-12 analytics and budgeting platform that facilitates smarter resource allocation by linking school level spending to outcomes. A private and public sector entrepreneur, Victor has played many roles in K-12 and higher education. He

was most recently senior adviser to the president of Georgetown University where, among other things, he helped develop the university's MOOC strategy, launch the Georgetown University Edunomics Lab, and create a new executive master's in leadership for public school leaders. Victor was the District of Columbia's first deputy mayor of education, where he led the mayor's takeover of the public schools, oversaw the city's \$1-plus billion education budget, and helped put in place important reforms, including the expansion of early childhood programs. Before becoming deputy mayor, Victor was an elected member of the D.C. Board of Education.

Mr. Reinoso has also been an active investor and adviser to leading edtech startups including TenMarks (acquired by Amazon), LearnZillion, and Ellevation Education. He has served on the boards of several community organizations, including Martha's Table and the Carlos Rosario International Public Charter School, the nation's first charter school serving adult learners. Victor has a master's in business administration from the MIT Sloan School and a bachelor's degree from Georgetown University. He is a Pahara-Aspen Fellow and a member of the Aspen Global Leadership Network.

A Ward 4 resident, Mr. Reinoso has an MBA from MIT's Sloan School of Management and a Bachelor's in International Relations from Georgetown.



GOVERNMENT OF THE DISTRICT OF COLUMBIA  
Executive Office of Mayor Muriel Bowser



Office of the General Counsel to the Mayor

**To:** Alana Intrieri, Steve Walker  
**From:** Betsy Cavendish  
**Date:** January 14, 2019  
**Subject:** Legal sufficiency review of Resolutions nominating Shanel Anthony, Victor Reinoso, and Leif Dormsjo as members to the Board of Library Trustees

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**This is to Certify that** this office has reviewed the above-referenced legislation and found it to be legally unobjectionable. If you have any questions in this regard, please do not hesitate to call me at 202-724-7681.

A handwritten signature in cursive script that reads 'Elizabeth A. Cavendish'.

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Elizabeth Cavendish