

# *BEDWENDOLYN "DEE" WILLIAMS-RIDLEY*

*DESIGNEE*

## **PROFESSIONAL PROFILE**

30+ Years of Public Sector Experience & Over 20 Years of Executive Leadership  
Experience

- Municipal Finance & Budgeting    ■ Community Development & Engagement
- Strategic Planning    ■ Public Relations & Marketing
- Employee & Labor Relations    ■ Human Resources & Risk Management
- Planning & Economic Development    ■ Public Safety & Emergency Services

## **EDUCATION**

Oklahoma City University

1985–1987    **Political Science – A.A.**

California State University, Sacramento

1987-1989    **Government – B.A.**

Lorenzo Patino School of Law, Sacramento

1990–1991    **Graduate Coursework**

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*Exceptional Service   Measurable Results   Building Trust   Results Driven   Accountability   Community Outreach   Exciting Pride   Innovative Thinking   Teamwork*

## PROFESSIONAL PRINCIPLES

## PROFESSIONAL EXPERIENCE

City of Berkeley □ 2180 Milvia Street, Berkeley, CA 94704

***Deputy City Manager*** (4mos.) - ***City Manager*** (9.5 years)

February 2015 – July -2024

- Direct and support a work force of 1800 employees providing full municipal services to a population of nearly 200,000 residents.
- Manage a \$608 million-dollar total budget consisting of a \$288 million-dollar General Fund.
- Provide direction to two Deputy City Managers, (10) department heads
- Responsible for full scale oversight of all city departments including police, fire, finance, human resources, public works, city clerk, planning, economic development, parks, neighborhood services, public health, mental health and information technology.
- Develop budget reduction strategies, design and implement the City's strategic planning and performance measures, implement over 230 major Council initiatives, annually.
- Conduct community forums, public outreach, develop and present business and civic presentations on city services and programs.
- Liaison to the University of California at Berkeley which includes the coordination of long-range development plans, strategies to enhance academic relations pertaining to housing, zoning, homelessness, intern and fellowship programs, and community benefits.
- Oversee and maintain an extensive portfolio of capital assets, contributing to quality of life services including 53 miles of bicycle infrastructure, 50 acres of marina harbor, 54 parks, 63 play areas, 38 public restrooms, 4 community centers, 3 resident camps and 2 community pools.
- Market city services and programs; oversee all public information/media requests and interviews.
- Work collaboratively on redevelopment and economic development issues for the City.

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- Develop labor management strategies; Oversee negotiations and closing of labor contracts for 7 bargaining units.
- Oversee various special projects for real property sales, city-wide homeless services programs, police reform initiatives and coordinate the implementation of all city performance audits.
- Responsible for implementing City Council policy initiatives such as; Re-Imagining Public Safety, Diversity Equity, Inclusion and Belonging Initiatives.
- Oversee both a public health and mental health agency.
- Lead public sector training and coaching opportunities for local public sector executives.

### PROFESSIONAL EXPERIENCE

City of Modesto □ 1010 Tenth Street, Modesto, CA 95353

*Deputy City Manager*

September 2010 – January 2015

- Jointly direct and manage a work force of 1100 employees providing full municipal services to a population of over 200,000 residents.
- Co-manage a \$385 Million dollar budget consisting of a \$104 Million dollar General Fund.

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- Provide direction and joint oversight to nine (9) department heads coordinating police and fire services, finance, human resources, public works, water resources and waste water services, economic development, parks & neighborhood services, and information technology.
- Develop budget reduction strategies, design and implement the City's strategic planning and performance process, coordinate the City's Council's agenda process for public meetings, conduct presentations on a wide array of City services.
- Conduct community forums, public outreach, develop and present business and civic presentations on city services and programs.
- Facilitate needs of Mayor and Council, develop speeches and publications for elected officials, and coordinate programs and projects with the Chamber of Commerce, Downtown Improvement District and Citizens Visitors Bureau.
- Market city services and programs; oversee all public information/media requests and interviews.
- Manage the Joint Powers Agency Building Services program for the City and County. City Representative on the coordination of process improvements and shared services between City and County.
- Work collaboratively on redevelopment and economic development issues for the City.
- Develop labor management strategies; assist in the negotiations and closing of labor contracts.
- Negotiate various management and outsourcing contracts cost savings, resulting in over \$6 million in savings or cost avoidance.
- Oversee various special projects for real property sales, city-wide street light savings and improvement plans, coordinate the consultant needs of all city performance audits.

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## PROFESSIONAL EXPERIENCE

City of Modesto □ 1010 Tenth Street, Modesto, CA 95353

### *Human Resources Director*

January 2010 – September 2010 (8months – Promoted to Deputy City Manager)

- Oversaw 26 management, professional and technical staff, responsible for recruitment, selection, compensation, and pay, risk management, benefits, PERS retirement, ADA programs, employee and labor relations for a 1100 + workforce.
- Prepared and maintained the City's Salary Ordinance/Schedule, negotiated labor contracts with team and consulting firm.
- Member of the city's executive leadership team
- Managed a \$4 million budget and reserves totaling \$26 million. Assisted in the reduction of over \$12 million dollars in savings to the city's general fund.
- Conducted meet and confer processes with various unions. Represented the department in appeal proceedings, prepared and presented reports to the City Council.
- Developed and monitored RFP's and contracts with special vendors, developed training modules, coordinated, reviewed and approved investigative findings, reviewed and provided general guidance on budgetary issues, oversaw unrepresented salary study processes, developed and interpreted policies and procedures.
- Developed and designed various process improvements relative to classification, examination and succession planning efforts. Advised department managers, department heads on organizational planning, and various politically sensitive issues.

County of San Mateo □ 455 County Center, Redwood City, CA 94063

### *Assistant Director of Human Resources*

September 2006 – January 2010

- Oversaw 11 management, professional and technical staff, responsible for recruitment, selection, compensation, and pay, EEO and ADA programs, for a 7,000 + workforce.

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- Prepared and maintained the County's Salary Ordinance/Schedule, negotiated labor contracts with team and consulting firm. Conducted meet and confer processes with various unions.
- Represented the department in Civil Service Commission proceedings, handled appeals, prepared and presented reports to the Civil Service Commission.
- Developed annual workforce plans for departments, prepared a variety of complex reports for the Board of Supervisors, interpreted County's policies, rules and MOU's.
- Developed and monitored RFP's and contracts with special vendors, developed training modules, coordinated the budget process and establishment of performance measures for a 4 + million dollar budget, oversaw the coordination of workforce reductions.
- Reviewed and approved investigative findings, reviewed and provided general guidance on budgetary issues, oversaw unrepresented salary study processes, developed and interpreted policies and procedures. Developed and designed various process improvements relative to classification, examination and succession planning efforts. Advised department managers, department heads on organizational planning, and various politically sensitive issues.

## PROFESSIONAL EXPERIENCE

County of Sacramento □ 700 H Street, Sacramento, CA 95814

*Personnel Services Manager*

December 2000 - September 2006

- Oversaw 40+ professional and technical staff
- Responsible for expenditure oversight and recommendations of \$7 million dollar budget, provide classification, recruitment and examination development services for 13,000 + workforce.
- Reviewed and approved examinations, class studies and recruitment ads.
- Oversaw County's temporary staffing contracts, and consulting contracts.
- Conducted meet & confers on labor issues, reviewed and approved salary surveys, oversaw unrepresented salary studies, developed and interpreted policies and procedures.
- Developed and designed various process improvements relative to classification, examination and succession planning efforts.
- Advised department managers, and department heads on various politically sensitive issues. Developed and validated test items, class studies, and salary surveys.

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- Conducted presentations to groups, departments, commissioners and applicants. Provided lead worker duties to 5 technical support staff.
- Developed monthly statistical reports, conducted item analysis on tests. Develop training outlines, agendas and survey tools.
- Coordinated and implemented a county-wide electronic evaluation tool

## SKILLS

Skilled Trainer

Advanced Facilitator

Closer on Negotiations

Strategic Thinker

Technically Savvy/Advanced Full Microsoft Office Suite

Exceptional Written & Verbal Communication

Team Builder & Collaborator

Problem Solving

Change Agent for Process Improvements

