

July 14, 2019

To whom it may concern,

As a Somerville homeowner and resident in the Ball Square area, I'm keenly interested in giving back to our community by joining either one of two city boards. I believe I can make a positive difference on the Planning Board as well as on the Somerville Redevelopment Authority and ask your consideration to join one of them.

It's my hope that you are looking for someone that's pragmatic with common sense, has a passion to implement SomerVision and improve Somerville, and brings a unique perspective. A little about the uniqueness that my perspective would provide:

- 1) Born and raised in the Netherlands where public transportation including bikes are integral components of daily life for all.
- 2) Graduate with an MBA from the Wharton School known for collaboration, critical thinkers, and desire to give back to the community.
- 3) Two-time small business owner that understands the needs of entrepreneurs.
- 4) Currently employed (going on 10 years) by Deloitte Consulting, the largest consulting firm in the world also known for its critical thinkers, collaborative style, and inclusion.
- 5) Mostly work from home in Somerville with a strong desire to continue to evolve Somerville to improve the lives of all of its diverse residents.
- 6) Business background at the intersection of marketing, operations, and finance enabling small to complex organizations build efficiency and growth opportunities. This background requires an empathic and collaborative skillset to address change based on data, cooperation, listening, and pragmatism.
- 7) Possess a love for New England and in particular Somerville that drives my passion to continue to improve it. I'm the only one that I know that moved from San Francisco to the Boston area not for love, work, or family. I moved here and ultimately bought in Somerville because I love the area: the pragmatic and direct personality, cleanliness, topography, architecture, beauty, and accessibility to the rest of New England.
- 8) Strong personal ties to the LGBTQIA+ community with interest in finding ways to progress equality at the macro level.
- 9) A single woman with no kids and some time on her hands that wants to make a meaningful impact with her skills.

I believe this unique background, set of experiences, and style will be a positive and impactful addition to either one of the boards. I'd love to meet with you to discuss further. Thank you for your consideration.

Kind regards,
Ella Samson

