



2017 FEB 22 PM 3:34
OFFICE OF THE
SECRETARY

MURIEL BOWSER
MAYOR

FEB 22 2017

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(a) of the Food Policy Council and Director Establishment Act of 2014, effective March 10, 2015 (D.C. Law 20-191; D.C. Official Code § 48-313(a)), I am pleased to nominate the following person:

Mr. Caesar Layton
1425 Euclid Street, NW, Unit #12
Washington, DC 20009
(Ward 1)

for reappointment as a voting member of the Food Policy Council for a term to end March 1, 2020.

Enclosed, you will find biographical information detailing the experience for Mr. Layton, together with proposed resolutions 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, appearing to read "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. Caesar Layton as a member of the Food Policy Council.

RESOLVED, BY THE COUNCIL OF THE DISTRICT OF COLUMBIA, That this resolution may be cited as the "Food Policy Council Caesar Layton Confirmation Resolution of 2017".

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

Mr. Caesar Layton
1425 Euclid Street, NW, Unit #12
Washington, DC 20009
(Ward 1)

as a voting member, in accordance with section 4(a) of the Food Policy Council and Director Establishment Act of 2014, effective March 10, 2015 (D.C. Law 20-191; D.C. Official Code § 48-313), and pursuant to section 2 of the Confirmation Act of 1978, effective March 3, 1979 (D.C. Law 2-142; D.C. Official Code § 1-523.01), for a term to end March 1, 2020.

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

Sec. 4. This resolution shall take effect immediately.

SUMMARY

- **Proven executive and leader**, with track record of managing sophisticated established businesses, including innovative, cutting-edge start-ups.
- **Innovative manager**, with 15+ years experience designing, hiring and managing complex and diverse teams.
- **Business development and marketing champion**, with deep professional networks and notable success in raising capital through private investors, family offices, investment funds and international donor agencies.
- **Innovative business technologist and economist**, with strong experience designing effective strategies for business process improvement, brand development, customer acquisition / retention, and market expansion.
- **Diverse industry / global experience**, in sectors spanning ecommerce, technology, agriculture (small holder, natural, organic and conventional), furniture, garments, and a variety of public / private professional services.

PROFESSIONAL EXPERIENCE

CULTIVATE VENTURES, FOUNDER / CEO — WASHINGTON, DC (MARCH 2014 – PRESENT)

- Founded [Cultivate Ventures](#), a venture firm and angel network that invests in and provides incubation support for a portfolio social impact and / or sustainability focused start-ups.
- Cultivate Ventures is made up of an innovative network of forward-thinking investors, technicians and partners dedicated to support start ups from nascent idea to seed to growth.
- Cultivate Ventures accelerates growth through the combination of strategic technical support / consulting (building solid corporate foundations for future growth) and business development (connecting entrepreneurs to the right mix of social impact and conventional investment).
- Cultivate focuses specifically on business concept incubation, seed-to-growth stage acceleration and turn around advisory services.
- Cultivate targets high growth sectors including sustainable agriculture / food; agriculture tech; clean tech; urban renewal; and disruptive social and appropriate technology.

SONA CREAMERY, ADVISORY BOD — WASHINGTON, D.C. (JULY 2013 – PRESENT)

- Member of [Sona Creamery and Wine Bar's](#) Advisory BOD. Washington, DC's first commercial creamery.
- Support founders in marketing, online sales and business development.

RELAY FOODS, SENIOR VICE PRESIDENT — CHARLOTTESVILLE, VA (JULY 2012 – FEBRUARY 2014)

- Senior Business Development executive of \$18m agriculture technology start-up [Relay Foods](#), an online marketplace for local, organic, *natural* and conventional groceries.
- Oversaw corporate business development, including investor, government and public relations. Raised \$3.7m in Series B investment from investors, and \$1m in support from City / State governments.
- Designed and implemented most secure marketing channel (street sales), representing 23% of all customers acquired to date and \$19m in potential lifetime value.
- Joined executive team as part of the July 2012 Arganica acquisition.

PROFESSIONAL EXPERIENCE (CONTINUED)

ARGANICA, PRESIDENT — WASHINGTON, D.C. (NOVEMBER 2011 – JULY 2012)

- Chief executive for [Arganica Farm Club](#), an innovative online marketplace, aggregator and delivery platform for small farmers and artisan producers to cities throughout mid-Atlantic.
- Managed complete turnaround on behalf of lead angel investor, bringing company out of bankruptcy by maximizing revenue growth and cutting costs.
- Reduced weekly burn rate from over \$100k to \$25k in less than six weeks and set company on a 12-month path towards break-even. Raised \$2m in Series B capital.
- Led \$2m acquisition by Relay Foods, completed in July 2012.

DAI, TECHNICAL AREA MANAGER — WASHINGTON, D.C. (NOV. 2009 – OCT. 2011)

- Lead portfolio project manager and technical consultant for [DAI](#), a cutting-edge global international development and business consulting company.
- Managed \$20m global portfolio of private sector market development, industry competitiveness, economic livelihoods, health, and sustainable agriculture projects. Managed 50+ staff.
- Senior economist and lead technical writer for multilateral donor agency proposals. \$10m in contracts successfully funded.
- Geographical experience in Cambodia, Ethiopia, Indonesia, Kenya, Tanzania, Rwanda and Zambia.

DAI, DEPUTY DIRECTOR — JAKARTA, INDONESIA (JULY 2006 – AUG. 2009)

- Senior project director for the *SENADA Indonesian Industry Competitiveness Project*, an \$18m, four-year USAID-funded, [DAI](#) managed, private sector development project. Managed 30+ staff.
- Lead technical consultant for business and investment climate improvement and industry competitiveness (for automotive, sustainable furniture, home furnishings, ICT, garments and footwear sectors).
- Designed and managed \$2m partnership with Microsoft and CISCO to drive product / service innovation and small business technology adoption.
- Designed and managed the \$1.3m *Business Innovation Fund*.
- Served as interim *Project Director* from June to August 2009.

COUNTERPART INTERNATIONAL, DEPUTY DIRECTOR — ALMATY, KAZAKHSTAN (DEC. 2004 – JUNE 2006)

- Senior project director for [Counterpart's](#) regional \$15.5m agriculture and rural development program portfolio in Kazakhstan, Kyrgyzstan, Uzbekistan, Tajikistan and Turkmenistan. Managed 30+ regional staff.
- Lead technical consultant for integration of economic development strategies into portfolio of business / farmer association, agribusiness, NGO, microenterprise, and business advocacy projects.
- Designed and managed the \$1.2m regional *Enterprise Development Fund*.

PROFESSIONAL EXPERIENCE (CONTINUED)

COUNTERPART INTERNATIONAL, SENIOR PROGRAM OFFICER — WASHINGTON, D.C. (SEPT. 2000 – DEC. 2004)

- Senior program manager for [Counterpart's](#) Enterprise Development division, managing a \$10m global portfolio of development projects in micro, small, and medium-sized enterprise management improvement.
- Technical writer and proposal coordinator for multilateral donor agency proposals. Grants successfully funded: \$9.8m.
- Interim Director from October 2004–January 2005.

ENVIROVENTURES, BOARD OF DIRECTORS — WASHINGTON, D.C. (MAR. 2003 – FEB. 2005)

- Secretary to the Board of Directors. EnviroVentures was an Overseas Private Investment Corporation (OPIC) financed, \$1.5m equity investment fund for environmentally friendly Filipino businesses.

U.S. INTERNATIONAL TRADE COMMISSION, TRAINEE — WASHINGTON, D.C. (JUNE – AUG. 2001)

- International trade analyst trainee for [USITC's](#) Division of Services and Investment, Office of Industries.
- Contributed primary research on express delivery services for October 2001 General Agreement on Trade in Services (GATS) negotiations.

MBNA BANK (NOW BANK OF AMERICA), MANAGER — WILMINGTON, DELAWARE (DEC. 1995 – MAY 1999)

- Customer service manager for accounts, debt consolidation, billing disputes and fraud.

EDUCATION / CERTIFICATIONS

CERTIFIED PERFORMANCE TECHNOLOGIST (CPT), AUG. 2011.

- Management Consulting. [International Society for Performance Improvement](#) (ISPI).

MASTERS OF ARTS, THE AMERICAN UNIVERSITY, MAGNA CUM LAUDE, MAY 2002.

- International Economic Policy, School of International Service (SIS).
- Related Field: International Political Economy and International Affairs.
- Thesis: "*Methods, Timing and Impact of Capital Control Policy in Malaysia (1997–2001).*"

BACHELORS OF ARTS, UNIVERSITY OF DELAWARE, MAGNA CUM LAUDE, MAY 1999.

- Dual Major: World History and International Relations, College of Arts and Sciences.
- Graduated Phi Beta Kappa.

CAESAR LAYTON

MAY 2014

FOREIGN EXPERIENCE

- In-country Professional Experience: Azerbaijan, Belarus, Bulgaria, Cambodia, Ethiopia, Ghana, Jordan, Indonesia (long-term), Iraq, Kazakhstan (long-term), Kenya, Kyrgyzstan, Poland, Russia, Tajikistan, Ukraine, United States, Uzbekistan and Zambia. Traveled to 55 countries globally.

PERSONAL COORDINATES

- Telephone: 202-550-9710
- Email: caesarlayton@me.com
- Address: 1425 Euclid St., NW, Washington, DC, 20009
- Linked In: www.linkedin.com/in/caesarlayton/



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

Caesar Layton



Caesar Layton is the founder of Cultivate Ventures, and is a current member of the Food Policy Council.

Mr. Layton has over 12 years of experience in global sustainable agriculture and social impact through his work with international consulting firms DAI and Counterpart International. His company, Cultivate Ventures, is an incubator focused investor network that was built to catalyze growth for promising social impact focused start-ups from nascent ideas to stable growth. For the past 3 years Mr. Layton has played leading roles in two upstart grocers. With his previous employer, Arganica, he led the \$2 million company acquisition by Relay Foods. His role at Arganica led Mr. Layton to go on and serve as the Senior Vice President for Relay Foods, an online grocery Mid-Atlantic start-up.

A Ward 1 resident, Mr. Layton received a Bachelor of Arts in World History and International Relations from The University of Delaware and obtained a Master of Arts in International Economic Policy from The American University.



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



Office of the General Counsel to the Mayor

To: Lauren C. Vaughan, Steve Walker
From: Betsy Cavendish
Date: February 3, 2017
Subject: Legal sufficiency review of Resolutions reappointing Alexandra Ashbrok, Christopher Bradshaw, Eric Kessler, Caesar Layton, and Tambra Raye Stevenson as Members of the Food Policy Council

This is to Certify that this office has reviewed the above-referenced Resolutions and found them 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'.

Elizabeth Cavendish