



THE CITY OF SAN DIEGO


**TODD GLORIA**

MAYOR

MEMORANDUM

DATE: April 8, 2022

TO: Honorable Council President Sean Elo-Rivera  
Honorable Councilmembers

FROM: Mayor Todd Gloria 

SUBJECT: Appointments and Reappointments to the International Affairs Board

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I am appointing Lucas Coleman (District 2 – Pacific Beach), Miri Ketayi (District 1 – Carmel Valley), Paul Marttila (District 7 – Allied Gardens), Leila Naderi (District 5 – Bernardo Heights), Sydney Roff (District 7 – Serra Mesa), and Joel Valenzuela (District 3 – Little Italy) to the International Affairs Board in addition to the reappointments of Melissa Floca (District 1 – La Jolla), Karen Higareda (District 3 – University Heights), and Kenia Zamarripa (District 8 – San Ysidro).

Mr. Coleman is a senior manager on the World Trade Center team at San Diego Regional Economic Development Corporation. In his role, he oversees the team's three pillars of work: exports, foreign direct investment, and global identity. Mr. Coleman was instrumental in bringing an Export Specialty Small Business Development Center (SBDC) to the San Diego & Imperial Valley region, housed within WTC San Diego. As director of the Export SBDC, Coleman oversees a team of consultants boasting expertise in freight forwarding, customs brokerage, export financing, and global marketing and e-commerce. Mr. Coleman hails from the San Francisco Bay Area and has a Bachelor of Arts from San Diego State University, with an emphasis in Japan/East Asia. He has spent time living in Kyoto, Japan, and is fluent in Japanese. Mr. Coleman is being appointed to a term ending March 1, 2024.

Ms. Ketayi is the Director of Israel & Overseas of the Jewish Federation of San Diego County. Before taking this role, Ms. Ketayi served as the Director of Israel and International Education programs at the Jewish Federation of Greater Los Angeles. Born in Russia, she grew up in Israel and moved to Palm Desert, CA, where she served as the Director of Education at Temple Sinai and as a Jewish day school principal. Ms. Ketayi holds a Bachelor of Arts in history from Tel Aviv University, a Master of Arts in Education from the American Jewish University, and a Master of Art in Public Administration from California State University, North Ridge. Ms. Ketayi currently serves on the Board of Directors for the Diplomacy Council and functions as a member of the Canyon Crest Academy (CCA) High School Site Council. Ms. Ketayi is being appointed to a term ending March 1, 2023.

Mr. Marttila is a foreign direct investment, international trade, and economic development professional who brings over 40 years of international experience to the board. His career experience involves having been deployed as an expatriate for 14 years (in three countries) with actual on-the-ground business experience in 45 countries on five continents. He has held senior positions in both the public and private sectors and wants to help San Diego attract more international companies, assist existing firms to globalize their businesses, and otherwise assist in advancing the global interests of San Diego firms and residents. Mr. Marttila holds a Bachelor of Arts in Economics and Government from Franklin & Marshall College and a master's degree in International Business from the Patterson School of Diplomacy and International Commerce at the University of Kentucky. Mr. Marttila is being appointed to a term ending March 1, 2023.

Ms. Naderi is an award-winning social entrepreneur with successful leadership development, business development, and social impact records. She is the founder of Yoga for Leadership, a developmental program that bridges well-being to well-doing in leadership. Ms. Naderi serves as the Director of Partnership Development and an adjunct professor at Alliant University, where she teaches courses at the doctoral, master's, and undergraduate levels. She holds a bachelor's degree in electrical and electronics engineering from Semnan University, a master's degree from Texas Woman's University, and a doctorate in philosophy from Alliant International University. Ms. Naderi is being appointed to a term ending March 1, 2024.

Ms. Roff is passionate about public service having extensive experience working in both the public sector at Helix and Padre Dam Municipal water districts and the private sector as an English as a second language instructor. She holds a Bachelor of Science in Biochemistry and Cell Biology from the University of California, San Diego, and a Master of Arts in Education Teaching English to Speakers of Other Languages from Alliant International University. Ms. Roff is being appointed to a term ending March 1, 2023.

Mr. Valenzuela is an experienced leader in global trade and international business development, with over 20 years of global maritime industry background involving all facets of commercial and operational areas and a solid educational foundation in business management, public administration, finance, economics, and public policy. Mr. Valenzuela serves as the Director of Maritime for the Port of San Diego, where he is responsible for the Port's Maritime Business Line, strategy and business planning, global business development and negotiations, operations management, and infrastructure planning and development for the Port's cargo and cruise businesses, waterfront industrial leaseholds, shipyards and shipbuilding facilities, and public piers and docks. Mr. Valenzuela holds a bachelor's degree in Management Science/Economics from the University of California, San Diego, and two master's degrees from San Diego State University in Public Administration and Business Administration. Mr. Valenzuela is being appointed to a term ending March 1, 2024.

Ms. Floca is the Senior Advisor for Cross-Border Initiatives at the Kroc Institute for Peace and Justice (Kroc IPJ). In her role, she supports activities focused on creating a peaceful and inclusive border region. She is the Director of Strategic Partnerships at the San Diego Supercomputer at UC San Diego, where she works to build collaborations for technological solutions to some of the most complex challenges facing our border

region. Previously Melissa spent eight years at UC San Diego's Center for U.S.-Mexican Studies, where she led the Mexican Migration Field Research Program and worked on issues of innovation, workforce development, and economic competitiveness. Before moving to the border region, she worked at the Mexico City-based office of McKinsey & Co., serving clients on projects related to financial inclusion, public health, and low-income housing. She holds a Bachelor of Arts in Political Science and Economics from Johns Hopkins University and a one-year graduate diploma in International Studies from SAIS Europe. She also has a Master of Business Administration from Columbia Business School and sits on the Create Purpose Board of Directors. Ms. Floca is being reappointed to a term ending March 1, 2024.

Ms. Higareda is a proud binational border resident passionate about delivering positive results and adding value to her community through collaborative projects around youth empowerment, city planning, politics, and gender equality in STEM. Currently, she serves as the Director of Public Relations and Government Affairs for Cross Border Xpress. Ms. Higareda has a bachelor's degree in architecture from Universidad Iberoamericana in Tijuana and a Master of Science in Landscape and Urbanism from Woodbury University San Diego campus. She is being reappointed to a term ending March 1, 2024.

Ms. Zamarripa currently serves as Executive Director of International Business Affairs for the San Diego Regional Chamber of Commerce. In this role, she is responsible for facilitating business, political, and cultural relationships across the regional business community and advocating for business-friendly legislation that encourages cross-border trade and an improved binational business climate. In support of this, she leads the Chamber's team in the organization and coordination of an annual binational delegation trip to Mexico City to promote cross-border advocacy and quarterly International Business Forums that provide business leaders the essential knowledge and resources needed to thrive within the binational marketplace. Ms. Zamarripa has her Bachelor of Arts in Marketing Administration from CETYS Universidad and a Master of Science in Global Marketing Management from the University of Liverpool, UK. She also received her PG Certificate in Human Resources from the University of Liverpool, UK. Ms. Zamarripa is being reappointed to a term ending March 1, 2024.

I thank them for their willingness to serve in this capacity.

MTG:cwd

cc: Honorable Mara Elliott, City Attorney  
Elizabeth Maland, City Clerk  
Charles Modica, Independent Budget Analyst