



APPLICATION FOR APPOINTMENT TO THE BART POLICE CITIZEN REVIEW BOARD

The BART Board of Directors established the BART Police Citizen Review Board (BPCRB) to increase visibility for the public into the delivery of BART Police services, to provide community participation in the review and establishment of BART Police Department policies, procedures, practices and initiatives, and to receive citizen complaints and allegations of misconduct by BART Police Department (BPD) employees. The BPCRB is an advisory committee that reports to the BART Board of Directors. Meetings are generally held once per month, and service on the BPCRB is voluntary.

BPCRB Committee Public Member Requirements

As a volunteer member of this board you will:

- Receive citizen allegations of on-duty police misconduct
- Participate in recommending appropriate disciplinary action
- Advise Board of Directors, Independent Police Auditor and Police Chief
- Review, recommend and monitor implementation of changes to police policies, procedures & practices
- Meet periodically with representatives of the BART Police associations
- Participate in community outreach
- **Terms of Service:** All appointments or re-appointments to the BART Police Citizen Review Board shall be for two-year terms.

All BPCRB members must reside in one of the following counties: Alameda, Contra Costa, San Francisco, or San Mateo. BPCRB members must be fair-minded and objective with a demonstrated commitment to community service. No person currently employed in a law enforcement capacity, either sworn or non-sworn, shall be eligible for appointment to the BPCRB. No current or former or relative of BART Police Department personnel may serve on the BPCRB. Appointees to the BPCRB are subject to a background check and must not have any felony convictions. Members serving on the BPCRB are not required to be U.S. citizens.

The BPCRB Committee is a legislative body for the purposes of the Brown Act. Accordingly, committee meetings are open public meetings subject to the noticing and meeting requirements under this law except in those proceedings where a closed session may be appropriate and required.

It is important that you complete all parts of the application. If your application is incomplete or does not clearly show the experience and/or training required, your application may not be accepted.

The application process will include two phases:
PHASE 1 – Application and Recommendation Review
<i>All applications will be reviewed for all Membership Representation requirements and qualifications, letters of recommendation, resume, and any supplemental documents.</i>
PHASE 2 – BART Board of Directors Appointment
<i>Selected candidates will be invited to appear before the Board of Directors to briefly explain their interest in serving on the committee, followed by a Board vote.</i>

Personal Information

First Name: Micha Last Name: Hershman

Home/Mailing Address: [REDACTED] City: [REDACTED] Zip: [REDACTED]

Daytime Phone: [REDACTED] Alternate Phone:

Email: [REDACTED]

Occupation/Profession: Chief Marketing Officer at a global IT security company. SF small business owner and lead instructor at Forge Krav Maga in Hayes Valley - the city's #1 self defense training facility

General Information/Qualifications

In what county do you reside? San Francisco

Are you currently employed in a law enforcement capacity, either sworn or non-sworn?
___ Yes X No

Are you a current or former BPD employee? ___ Yes X No

Are you a relative¹ of a current or former BPD employee? ___ Yes X No

Have you ever been convicted of a felony? ___ Yes X No

References: Please provide the names and contact information of three (3) references who are qualified to discuss your candidacy for service on the BPCRB:

Name: Moses Rickett

Address: [REDACTED] Phone: [REDACTED]

Name: Margaret Jones

Address: [REDACTED] Phone: [REDACTED]

Name: Xavier Macay

Address: [REDACTED] Phone: [REDACTED]

List any organizations or groups that you belong to or are involved with that you believe bear relevance to your candidacy for service on the BPCRB:

Various Regional, National and global martial arts associations.

¹Relatives include spouse, domestic partner, child, parent, brother, sister, grandparent, step-parent, step-child, legal guardian, father-in-law and mother-in-law.

Briefly explain your interest in serving on the BPCRB:

As a proud San Franciscan, an active BART rider and advocate, a Hayes Valley small business owner and a martial arts and self-defense expert I am uniquely qualified to participate in this role. I want to give back to BART, give back to my community and make San Francisco safer for everyone.

What qualifications/assets do you have that make you a strong candidate for service on the BPCRB? Please feel free to attach a resume or an additional page.

I am a certified expert level (black belt) in Krav Maga. I have a purple belt in Brazilian Jiu Jitsu from Romulo Melo BJJ here in SF. I teach edged and impact weapon application and self defense (Filipino Martial Arts). As the lead instructor at Forge Krav Maga, I have trained dozens of police officers, sherrifs/deputys, homeland security agents, FBI agents, ATS agents and security professionals. I know what deescalation looks like. I know what self defense looks like. I know what excessive force looks like.



Signed by: Micha Hershtman Date: 5/5/2026
Signature of Applicant: _____

Return this form to the District Secretary's Office:
Drop Off/In-Person: 2150 Webster Street, 10th Floor, Oakland, CA 94612

U.S. Mail: San Francisco Bay Area Rapid Transit District
c/o District Secretary's Office
P.O. Box 12688, Oakland, CA 94604-2688

Email: CitizenReviewBoard@bart.gov
Call (510) 464-6083 with any questions.

Thank you for your interest in serving on the BART Police Citizen Review Board.

Micha D. Hershman

Chief Marketing Officer | B2B SaaS Growth-Stage & Scale-Up | AI & Agentic Transformation

Marketing executive with 20+ years scaling B2B SaaS go-to-market engines for growth-stage and scale-up companies through IPO and acquisition. A rare CMO who runs sales development as a peer to sales leadership, integrates brand, product marketing, demand generation and sales development into one revenue machine, and develops the leadership bench that powers it. Currently leading the agentic AI transformation of an 80+ person global organization at JumpCloud, evolving GTM from "human-led, AI-assisted" to "AI-led, human-supervised." Process architect. Direct, transparent and warm. Operator who lives in the data and the work.

Areas of Expertise

- AI integration and agentic transformation
- Sales and marketing alignment / sales development
- Brand strategy and storytelling
- Product marketing and category creation
- Demand generation (inbound and outbound)
- Account-based marketing
- People and leadership development
- Org design and operational rigor
- Marketing operations and analytics
- Content strategy, SEO and conversion optimization
- Customer, partner and field marketing
- Communications and public relations

Professional Experience & Results

JumpCloud, Louisville, Colorado (remote)

Chief Marketing Officer (Feb 2024 – Present)

Chief Marketing Officer leading global Marketing and Sales Development at JumpCloud, the open directory and identity platform for IT teams.

- Lead an 80+ person global organization spanning brand, product marketing, demand generation, content and SEO, web and design, customer and partner marketing, communications, marketing operations and global sales development across NA, LATAM, EMEA, India and ANZ.
- Drove the rebrand and repositioning of JumpCloud to **"Intelligent, Secure IT,"** a unified Mission, Brand and Product framework purpose-built for the rise of agentic AI in the enterprise. Anchored the Q1 2026 integrated launch including hero film, op-ed, SDR playbook and full-funnel demand campaign.
- Leading the evolution of GTM from **"human-led, AI-assisted" to "AI-led, human-supervised."** Founded the marketing and sales development AI Steering

Committee, hired the company's first dedicated AI Operations Manager, and stood up a "build, not buy" agentic AI backlog spanning pipeline reporting, content production, paid media pacing, prospecting, competitive intelligence and self-serve email production.

- Championed a culture of AI-driven innovation including internal AI hackathons, weekly "vibe coding" sessions in partnership with Engineering, and documented "rules of engagement" for AI-augmented (not AI-substituted) communication and decision-making.
- Reorganized inbound SDR and outbound BDR functions in partnership with a new CRO, redesigning the sales development model around revenue-stage ownership and tighter alignment to demand generation output.
- Drove demand gen, ABM, field, customer and partner marketing programs supporting a \$2M+ quarterly marketing budget against a sub-\$17 customer acquisition cost target.
- Built a senior leadership development cadence for VPs, Directors and Senior Managers focused on psychological safety, effective feedback, leading through change and AI fluency. Multiple managers advanced into broader scope and Director-level roles during tenure.

Heap Analytics (acquired by Contentsquare), San Francisco, California

Chief Marketing Officer (Oct 2022 – Feb 2024)

Chief Marketing Officer at the leading SaaS digital insights and product analytics platform.

- Drove single-product to multi-product platform messaging and brand repositioning.
- Engineered demand generation program that drove **64% of new business ARR**.
- Decreased customer acquisition cost by **45%** through marketing operational efficiency and channel rebalancing.
- Outperformed up-market closed-won ARR targets by **18%** through enterprise account-based marketing.
- Led the BDR organization as a peer to sales leadership and improved MQL:SAL and SAL:OPP funnel conversion rates. Developed low-cost PLG and self-serve acquisition, lead gen and nurture program.
- Transformed "compete" function into a broader win/loss program with actionable insights.
- Direct contributor to **20% growth to ~\$70M ARR**. Successful exit in early 2024 via acquisition by Contentsquare.

Envoy, San Francisco, California

Vice President of Marketing & Brand Design (June 2019 – Sep 2022)

Executive Marketing leader at the SaaS workplace software platform redefining the modern office for 13,000+ locations globally.

- Scaled full-stack Marketing team from **3 to 35** across Brand, PMM, Customer Marketing, Demand Generation and PR. Multiple direct reports advanced into senior Marketing, Brand and Design leadership at venture-backed and public companies.
- Led brand repositioning from single-product to multi-product platform, including three major product GTM launches and a complete visual brand transformation.
- Partnered with the CRO on category creation, strategic narrative and a complete sales pitch deck overhaul.
- Championed brand campaign that delivered **+13% brand awareness, +146% SALs and +84% deal size**. Drove ~65 media placements per quarter at **90% message pull-through**.
- Built integrated demand gen and PLG self-service acquisition strategies. Developed Envoy's first Demand Gen / BDR service level agreement, eliminating organizational

friction and establishing a model partnership inside the company.

- Pioneered Envoy's first customer marketing program, driving expansion revenue.
- Contributed directly to **83% revenue growth to \$60M ARR**.

Eventbrite, San Francisco, California

Head of Marketing, North America (Aug 2018 – May 2019)

Senior Director of Demand Generation and Inbound Marketing (May 2015 – Aug 2018)

Head of North America Marketing and Demand Generation at the world's largest SaaS event platform.

- Scaled full-stack B2B marketing team from **3 to 21** across Demand Gen, PMM, Program Management, Customer Marketing, ABM and Marketing Operations.
- Engineered the global demand generation function. Increased marketing last-touch pipeline **17X YoY** and tripled contribution to Sales to **80% of total pipeline**.
- Built Eventbrite's B2B content marketing engine from zero. The program was **featured in the company's 2018 IPO prospectus**, drove **10X increase** in content output and **10X increase** in top-of-funnel traffic, and won the **2016 Kapost 50 Award** for Best B2B Content Marketing.
- Integrated bleeding-edge technology into marketing operations including real-time personalization, predictive analytics, ABM and content acceleration. Established the company's first ABM and sales enablement functions in partnership with Sales leadership.
- Helped scale Eventbrite's global business to **\$220M revenue**, contributing to a **\$1.2B IPO valuation** in 2018.

BrightRoll (acquired by Yahoo!), San Francisco, California

Director of Content Marketing, Strategy & Development (Sep 2014 – May 2015)

Head of B2B Content Marketing at the leading SaaS programmatic video advertising platform.

- Built first B2B content marketing strategy and operation to win the mid-market. Optimized corporate web for 625K+ annual unique visitors.
- Successful exit in 2014 via acquisition by Yahoo! at a **\$640M valuation**, the largest ad tech acquisition at the time.

Animation Mentor, Emeryville, California

SVP, Sales & Marketing (Mar 2014 – Sep 2014)

VP, Sales & Marketing (Jan 2012 – Mar 2014)

Executive Sales, Marketing and Customer Success leader at the leading edtech platform for the animation and visual effects industry.

- Consolidated fragmented Sales, Marketing and Customer Service into a unified team. Reduced operating expenses by **40%**.
- Led brand repositioning, web overhaul and product marketing strategy. Drove **5X improvement** in advertising conversion and **1,000% increase** in marketing-qualified leads via CRM and marketing automation deployment.
- Modernized sales pipeline and operating cadence, reducing conversion time by **75%**.

Dark Horse Comics, Portland, Oregon

Vice President of Marketing (May 2010 – Jan 2012)

Senior Director of Marketing (Nov 2009 – May 2010)

Executive B2C and B2B marketer at the number one independent comics, media and merchandise publisher.

- Repositioned the brand to compete and differentiate in a mature global marketplace.
- Led product marketing for the launch of a digital publishing platform and mobile app. Doubled customer acquisition and revenue targets in year one and outperformed promotional targets by **400%**.
- Led integrated GTM campaigns for global entertainment IP including Star Wars, Mass Effect, Dragon Age and House of Night.
- Developed content-focused social strategy. Increased reach **960%** and engagement **200%**.

Borders Group, Ann Arbor, Michigan

Director of Merchandising (Feb 2008 – Nov 2009)

Category Manager (2006 – 2008)

Buyer (2000 – 2006)

Senior B2C marketing and merchandising leader at the second-largest retailer of books, music and movies in North America. 9-year tenure progressing from Buyer to Director.

- Chief architect of a \$40M Harry Potter integrated marketing campaign across 1,000+ retail locations. Outperformed sales targets by **10%** and grew market share by **5%**.
- Built the company's first Young Adult product marketing and merchandising program. Beat plan by **30%** and took category market share leadership.
- Pioneered an in-house content marketing program leveraging brand-name writers, emerging email, web and video technologies.
- Recognized retail expert in science fiction and graphic novels. Partnered with suppliers to launch the first dedicated Children's Graphic Novels section in any national retailer.

Advisory & Board Roles

- **Untapped**, Advisor (Aug 2020 – 2022). Marketplace for early-career professionals and mission-driven companies.
- **Grammarly**, Advisor (Jan 2017 – June 2017).

Education

- **University of Wisconsin–Madison**, BA, Philosophy and Anthropology (1993 – 1995)
- **Butler University**, BA, Philosophy and Anthropology (1992 – 1994). Margaret Mead Award for Outstanding Achievements in Anthropology.