

**ARIELA NERUBAY TURNDORF, CHIEF MARKETING OFFICER & USC PROFESSOR  
DIRECTOR AT-LARGE A**



**MY VALUES:**

- Family first
- Nature is next
- Transparency
- Honesty
- Fairness and representation for all

**ABOUT ME**

I reside in Long Beach and was born in Mexico City to a family of Russian/Polish immigrants. Moved to Los Angeles 24 years ago to pursue a post graduate degree at UCLA, and have been here ever since. I am a nature lover who has been a recurrent visitor to the area for over two decades. I first fell in love with the mountains during a student sky trip. Since, I have always dreamt of owning a cabin and finally materialized that dream last year with our first family cabin and single slip dock purchase. I have been married for 15 years and a mother of three little girls who love the lake, the trails, restaurants at the Village and especially shopping at Claire's. I have instilled my love for nature to my children and I am proud to share that my oldest daughter is the president of her middle school's "green team" a program focused on environmental efforts. Our family comes here almost every weekend to spend time at our dock and share the lake life with friends and family. The protection of the lake and the beautiful nature that surrounds it is of utmost importance to me.

**PROFESSIONAL EXPERIENCE**

Award-winning, hands-on, strategic, digitally savvy and creative. Left-meets-right-brain General Manager and CMO with seventeen years of senior leadership experience. Team player + builder, a leader who is both strategic and results driven focused on flawless execution. Marketing experience spans over multiple industries: Retail, DTC, Entertainment, Travel, Fintech & Wearables. Multicultural marketing thought leader, lecturer and public speaker. I have worked for the biggest names in entertainment including The Walt Disney Studios, Fox Studios, Sony Pictures and Lionsgate. I am an MBA adjunct professor at USC's Marshall School of Business.

**WHY SHOULD YOU VOTE FOR ME?**

- A fresh perspective and a new voice to add diversity of thought that finds new solutions to old problems
- An agent of change that will deliver results quickly and efficiently to issues that matter most to our members – all members
- I will protect YOUR interests not the interests of the few
- I believe that local job creation and the success of small business such as realtors, shops and restaurants depend on visitors and tourism. I know many are concerned with STR but I believe we can find a balanced solution that benefits our small businesses and ensures our local economy continues to thrive while protecting the privacy of our lake
- I will drive initiatives that will help raise your home value through area desirability, improvements and entertainment including fireworks and fishing.
- I believe that change brings opportunity for growth and madness is doing things the same way and expecting a different result!

**BOARD EXPERIENCE**

- President Sherman Oaks West Homeowners Association 2005-2015 (re-elected)
- Vice President National Association of Minorities in Cable 2008
- Reported to Board of Directors of Univision, Televisa Joint Venture 2003-2011