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## Management and Board Bios Alternative Techs Cooperative, Inc.

### MANAGEMENT TEAM

Our three Managing Directors each have their own distinct role, but in directing the company we function as peers, working in a collaborative fashion to make decisions on behalf of Alternative.

#### **Deborah Farrell, Managing Director; Director of Community, Technology, and Innovation**

Deborah's first job helping progressives use technology was as a Technical Support Representative at the pioneering [Institute for Global Communications](#). Helping harried activists around the world check their email on dial-up connections proved to be all the inspiration she needed to make it her life's work.

After four incredible years at IGC in roles including Operations Director and Executive Director, Deborah pivoted in early 2001 to providing more general technology infrastructure advice and consultation to local progressive nonprofits and small businesses. In 2004 she found a home at Alternative. In her 18 years here, she has worked as a field technician, consultant, account manager, and managing director. In each of these roles, the common thread has remained the same: make technology accessible to the people who need to use it to make a difference in local and global communities.

#### **Katherine Cronin, Managing Director; Director of Technical Services**

Katherine worked for 4 years at a nonprofit in San Francisco, first as their "accidental techie", and then their technology coordinator. She left to go back to school, got a master's degree in information systems, and then came to work at Alternative Technologies in 2013. Since then, she has worked as a Project Manager, Help Desk Manager, Assistant IT Services Manager, IT Services Manager, and most recently the Director of Technical Services.

Katherine is a mission-driven leader that is passionate about finding business processes that can support our clients and our workers at the same time. Doing this in the nonprofit sector is the best way to help make the world a better place! She lived in the Bay Area for 17 years but currently lives in Michigan near Ann Arbor.

#### **Leslie Sanders, Managing Director; Director of People, Finance and Operations**

Leslie came to Alternative in 1997, after six years in various roles with the Public Interest Network. She has held nearly every position at Alternative, including dispatcher, helpdesk technician, project manager, sales, HR, marketing, finance, and telecom regulatory expert. A member of Alternative's management team since it was established, she has helped to spearhead our efforts to become a worker-owned cooperative. Originally from the east coast, Leslie has lived in Oakland for 25 years and has two daughters.

**it's all connected**

## BOARD OF DIRECTORS

### **Paul Norton, Board Chair and System Engineer**

Paul has a degree in software engineering and a passion for helping others. He worked at the San Jose Technology Museum of Innovation as a Lead Instructor before coming to Alternative in 2013. He started with Alternative as a field technician and is currently a System Engineer. In his current role, Paul works on implementation projects, supports our field technicians, and does research on new products on behalf of our Managed Services clients. Paul lives in Eugene, Oregon.

### **Jen Senlio, Board Secretary and Account Manager**

In her brand-new role as an Account Manager, Jen is drawing on her vast experience as Senior Project Manager to help Alternative's clients thrive. When she arrived at Alternative in 2013, Jen brought over 10 years' experience in retail store management, 5 years' experience herding kids and small animals as a camp professional, and a Bachelor of Arts in Studio Art. She quickly found that project management was a perfect fit for her as it allows her to use the full scope of her experience. Jen went on to expand her job scope to include hiring and training other project managers, supervising the technical helpdesk, and creating a dispatcher position so that we could better serve the needs of our clients. In her current role, she focuses on creating really satisfied clients, creative problem solving, and herding cats. Never content to rest, Jen is continually expanding her base of knowledge into sales and taking on new roles all the time. When not at work, she can be found out in the wilderness, probably hugging a tree.

### **Lucretia Ausse, Board Vice-Secretary and Accounting Manager**

Lucretia has been working in finance for just shy of 25 years, with a keen eye to accuracy and clean books. Prior to that, she was a local and national volunteer coordinator and fund raiser for a global nonprofit working to end hunger. Her position at Alternative Technologies appeals to her desire to be involved with the good work of nonprofits and satisfies her nerdy love of numbers.

### **Leslie Carroll, Board Treasurer and Account Manager**

Leslie C. worked at an art gallery in San Francisco for 4 years, where she became the systems administrator in addition to her roles in acquisitions and collections management. She left to take a role in operations at a nonprofit which happened to be a client of Alternative Technologies. When that client dissolved in 2013, Leslie went from a client of Alternative Technologies to an employee. Leslie has a total of 10 years in sales, customer experience management and technology.

### **Jerry Skomer, Board Member and former President and Founder of Alternative Technologies**

Fresh out of law school and having just passed the bar in Arizona, Jerry moved to Northern California in 1979. Soon thereafter, he was hired as the Executive Director of the [California Public Interest Research Group \(CALPIRG\)](#) and helped start the wide-ranging national office for the Fund for Public Interest Research. He worked with the Fund and CALPIRG for 10 years.

In 1989 Jerry started Alternative Technologies, which has grown to 35 staff members. Alternative has helped over 2,500 non-profits, many of them well-known, including the American Cancer Society, the ACLU of Northern California and the Center for Investigative Reporting, to name a few.

In addition, Jerry is a tenured instructor at Merritt Community College, where he has been teaching law-related classes for more than 30 years. Jerry retired in 2022 but will remain a member of Alternative's Board of Directors.

**Leslie Sanders, Board Member – see bio under Management Team**

**Deborah Farrell, Board Member – see bio under Management Team**