

HEIDI A. TREMAYNE, P.E.

nee Heidi A. Faison
(510) 451-0905 office, (510) 912-6702 mobile

499 14th Street, Suite 220, Oakland, CA 94612
heidi@eeri.org

LEADERSHIP AND EXPERIENCE

Earthquake Engineering Research Institute (EERI), Oakland CA

2014 – Present

Executive Director (April 2017 - present)

- Serve as the Institute's chief executive officer and assists the Board in formulating the Institute's policies, goals, objectives, and programs and projects.
- Responsible for the effective implementation of Board decisions, and governing policies and procedures needed to serve the Institute's members and programs and special projects.
- Responsible for the management and operations of the Institute's business functions in accordance with adopted policies and procedures, the Board's directions and instructions, and applicable contractual and grant provisions.
- Manage the office by training, supervising, and evaluating staff (as well as hiring and recruiting when necessary) to ensure a rewarding and welcoming work environment, as well as efficient and cost effective operations.
- Direct staff in providing member services, technical and advocacy programs, publications, website, endowment administration, and other functions.
- Serve as the primary point of contact for EERI to the media, regional, and student EERI chapters, individual members, subscribing members, and the general public.
- Coordinate the development of member focused national conferences, meetings, seminars, and other events.
- Work closely with the Board, staff and volunteers in developing and carrying out fundraising and member development efforts.
- Represent EERI nationally by serving as EERI's representative on state and national, international, and other advisory and project committees.

Program Manager (April 2014 - March 2017)

Program Management:

- Learning From Earthquakes Program (*program that conducts field reconnaissance, collects and archives data, and disseminates of lessons from earthquakes*)
 - Manage responses to major earthquakes: liaising with responding organizations/companies, facilitating timely decision making with Chair and committee, organizing reconnaissance teams, coordinating result dissemination products (reports, webinars, data sets, websites, email blasts), and supporting physical clearinghouse locations as needed.
 - Conceived and implemented new roles to involve young members (Virtual Team Collaborators, Curators, Virtual Earthquake Response Team, LFE Operational Specialists).
 - Collaborated with other staff to implement new data archival products.
- NSF-funded Resilience Observatory (*NSF grant to explore new resilience reconnaissance approaches*)
 - Harnessed the expertise of the co-chairs and committee to re-strategize the desired outcomes at the grant mid-point. Managed subsequent activities that provided opportunities for 4 new early career members to participate and led to the development of a framework for resilience reconnaissance and a business resilience survey instrument.

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- School Earthquake Safety Initiative (*network of diverse professionals committed to creating and sharing knowledge that enables progressive decision making around school earthquake safety*)
 - Manage initiative from inception: development of a strategic action plan, launch of 5 working subcommittees, and ongoing product development and dissemination.
- Friedman Family Visiting Professionals Program (*annual program to match engineering professionals with EERI Student Chapters for a university visit to share knowledge/expertise*)
 - Reorganized the program administration to streamline advertising, professional matching, budgeting, and reporting by utilizing EERI staff and liaising directly with grantor.

Chapter Coordination and Committee Support:

- Launched a new effort to effectively support and nurture regional chapters, transfer knowledge from the national organization, and facilitate best practice sharing amongst chapter officers.
- Empowered Public Policy and Advocacy Committee to write a proposal to fund a strategy workshop, then supported development of the workshop and resulting policy statements.
- Facilitate decision-making by the Initiatives Development Committee (responsible for allocating endowment funding to new projects) via clearly communicating project needs and financial options.

EERI Northern California Chapter, San Francisco Bay Area

2009– 2015

President (2013-2014), *Past-President, President-Elect, Secretary-Treasurer, Director*

- Led a healthy chapter with 6 annual chapter meetings & additional activities to engage members.
- Motivated Board of Directors by leading monthly board meetings, assigning tasks, and cultivating spirit of engagement through discussion and action in response to earthquake risk mitigation issues.

Pacific Earthquake Engineering Research Center, University of California, Berkeley

2008– 2014

Outreach Director

Educational Program Management:

- PEER Internship Program (*3-year NSF Research Experience for Undergraduates REU grant*)
 - Coordinated annual multidisciplinary internship program that grew to serve 14 faculty mentors, 20 graduate student mentors, and 20 undergraduate interns spread across 4 universities in 2013.
 - Conducted grant writing, student recruitment/selection, assessment, budgeting, and reporting.
 - Taught intern orientation program and graduate student mentor training workshop.
- Earthquake Engineering Program for Local Elementary Schools
 - Coordinated annual educational program for nees@berkeley laboratory that impacted 21 schools, 44 classrooms, and 1209 students in 2011.
 - Hired and trained student instructors, ensured program stayed on budget, and completed all reporting to NEES/NSF, and developed new lessons aligned with next generation standards.

Conference and Dissemination Event Organization:

- Lead Coordinator for numerous events and webinars. Selected examples include:
 - PEER Annual Meeting for ~300 attendees annually
 - Northridge 20 Symposium in January 2014 for ~600 attendees

Communication and Research Dissemination:

- Designed and implemented a comprehensive communications program for PEER and nees@berkeley:

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- Publication and production of PEER Report Series (supervision of two part-time copy-editors)
- Filming, editing and production of YouTube video content (supervision of 2-3 undergrad editors)
- Web and print media (supervision of full-time Communication Specialist and student designers)

Nabih Youssef and Associates, San Francisco CA

2005– 2008

Structural Design Engineer

EDUCATION, LICENSURE, & AWARDS

New Face of Civil Engineering, American Society of Civil Engineers	2011
California Professional Engineering License # 72387 in Civil Engineering	2008
California Polytechnic State University, San Luis Obispo CA	2004
Bachelor of Science in Architectural Engineering, Magna Cum Laude	
Napier University, Edinburgh, Scotland	2003

PROFESSIONAL AFFILIATIONS

Member of Structural Engineers Association Of Northern California, SPUR, and EERI.

TECHNICAL PROFICIENCY

Adobe Creative Suite (Photoshop, InDesign, Fireworks); Website Hosting (WordPress, Dreamweaver, basic html/css); Email Marketing Platforms (MailChimp, Constant Contact); Google Suite; Microsoft Office Suite.

SELECTED PUBLICATIONS

1. Almufti, I., Fatima, S., Kroll, C., Mieler, M., **Tremayne, H.**, Wein, A., Xiao, Y., 2016. "Quantifying Business Interruption, Downtime, and Recovery following the 2014 South Napa Earthquake and Identifying the Causes," *Proc., 2016 Structural Engineers Association of California (SEAOC) Convention*, Maui, Hawaii, October 2016.
2. Van Den Einde, Y., Fatima, S., Anagnos, T., **Tremayne, H.**, Welliver, B., Wang, Y., Tobin, L., 2017. "Creating an Advocacy Network for Improved School Earthquake Safety," *Proc., 16th World Conference on Earthquake Engineering (16WCEE)*, Paper 1338, Santiago, Chile, January 2017.
3. **Tremayne, H.**, Mieler, M., Martinelli, D., Olshansky, R., Berger, J., 2017. "Development of a Framework for Resilience Reconnaissance," *Proc., 16th World Conference on Earthquake Engineering (16WCEE)*, Paper 2230, Santiago, Chile, January 2017.
4. Lizundia, B., Narayan Shrestha, S., Bevington, J., Davidson, R., Jaiswal, K., Kumar Jimée, G., Kaushik, H., Kumar, H., Kupec, J., Mitrani-Reiser, J., Poland, C., Shrestha, S., Welton-Mitchell, C., **Tremayne, H.**, and Ortiz, M., 2016. *EERI Earthquake Reconnaissance Team Report: M7.8 Gorkha, Nepal Earthquake on April 25, 2015 and its Aftershocks*, Earthquake Engineering Research Institute, Oakland, CA, available at <http://www.eqclearinghouse.org/2015-04-25-nepal/>.
5. Van Den Einde, Y., **Tremayne, H.**, Anagnos, T., Mallard, J., 2016. "Promoting School Earthquake Safety through Classroom Education Grassroots Approach," *Proc., 123rd ASEE Annual Conference & Exposition*, Paper 16796, New Orleans, Louisiana, June 2016.
6. **Faison, H.**, Mahin, S., Comerio, M., Schoettler, M.J., Lehman, D., Montgomery, J., Martinez, B., Maki, I., Montoya, B., 2012. "Preparing undergraduates for success through a multi-disciplinary, multi-campus research internship program focused on earthquake resiliency," *Proc., 15th World Conference on Earthquake Engineering (15WCEE)*, Lisbon, Portugal, September 2012.
7. **Tremayne, H.**, Mahin, S., eds. 2012. "Earthquake Engineering for Resilient Communities: 2012 PEER Internship Program Research Report Collection," PEER Report No. 2012/07, Pacific Earthquake Engineering Research Center, University of California, Berkeley, CA.

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8. **Faison, H.**, Mahin, S., 2010. "Educational Programs at the PEER Center that Encourage Multi-Disciplinary Understanding," *Proc., 7th International Conference on Urban Earthquake Engineering (7CUEE) & 5th International Conference on Earthquake Engineering (5ICEE)*, Tokyo, Japan, March 2010.
9. Murty, C.V.R. Brzev, S., **Faison, H.**, Comartin, C., Irfanoglu, A., 2006. *At Risk: The Seismic Performance of Reinforced Concrete Frame Buildings with Masonry Infill Walls*, Earthquake Engineering Research Institute, Oakland, CA.