

John Herrera, CPA, MPA

PO Box 718

Imperial Beach, CA 91933

(619) 200-8415

Position Served: **VIRTUAL CFO / FINANCE DIRECTOR**

HIGHLIGHTS OF QUALIFICATIONS

- * Over 29 years experience in municipal administration, accounting, and financial operations.
- * Dedicated to preserving the public trust as municipal finance officer and public administrator.
- * Skilled in policies & procedures documentation and business process re-engineering.
- * Committed to integrity, ethics, and the CPA's code of professional conduct.
- * Passionate about City management – Council relations and collaborative team-building.
- * Experienced in revenue-raising vehicles, cost recovery, and revenue enhancement models.
- * Supportive of a team environment to achieve synergy value to maximize human resources.
- * Expertise in Capital budget models and CIP project budgeting and accounting systems.
- * Fluent in English/Spanish translation, public speaking, and business writing skills.
- * Skilled in business-friendly Information Technology financial system implementations.

PROFESSIONAL EXPERIENCE

Technical and Business Expertise

- * With 29 years as municipal finance practitioner, developed expertise in the application of generally accepted accounting principles (GAAP) in the financial management, budget modeling, and financial reporting of City and RDA operations. Experienced implementing financial accounting and reporting standards promulgated by GASB, including Statement No. 34, GASB 44, GASB 45, and other standards followed in Municipal accounting practice.
- * Developed a solid foundation in financial modeling, strategic planning, utility rate-setting, economic development/redevelopment finance and low/mod housing, accounting database management; professional spreadsheet graphics presentations; user-friendly managerial accounting reports; pro forma analysis; fee and charge studies; treasury/investment reports; capital improvement program (CIP) budgeting and bond financing; internal control structures and purchasing procedures; and computer network administration.
- * Completed hands-on implementation/conversion of four organization-wide financial system implementation projects including ForFUND, Eden, and Sungard/H.T.E. systems.
- * Established competitive rate structures in water, sewer, and refuse utilities; generated reliable revenue and expense forecasting for utilities; structured and negotiated bonded debt issues to finance various capital improvements and redevelopment and housing projects.
- * Responsible for the compilation of operating and CIP project budgets, debt financings, cost allocation plans, and preparation of state and federal accounting reports.

Leadership and Coordination

- * Developed new budget models and recommended financial management policies to assist the City Manager in achieving fiscal sustainability objectives and long-term financial stability.

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- * Established in-house training programs in governmental accounting for training and development of Finance staff to boost productivity and the quality of services.
- * Presented lectures on governmental accounting and public finance courses at California State University San Bernardino contributing to the development of public administrators.

Communications and Interpersonal Skills

- * Facilitated community groups (English/Spanish) in the negotiation of multi-year water and sewer rate structures and bond financing to facilitate approval by the City Council.
- * Co-authored academic article "Prop 62 and the Guardino Decision: How Cities Will Cope with the Decision" with Professor Audrey Matthews of California State University San Bernardino.

EMPLOYMENT HISTORY

2012-2017	Interim Finance Director Cities of Buellton, Goleta, Lemoore, and Coalinga.
2007-2011	Finance Director/Treasurer , City of Pico Rivera, CA
2006-Present	Municipal Consultant , Herrera & Associates, California Municipalities
2005-2006	Assistant General Manager , Fallbrook Public Utility District, Fallbrook, CA
1999-2005	Administrative Services Director , City of Imperial Beach
1999-2001	Finance Director , Salton Sea Authority, La Quinta, CA
1998-1999	Accounting Manager , City of La Quinta, La Quinta, CA
1995-1998	Director of Finance , City of San Jacinto, San Jacinto, CA
1989-1995	Administrative Analyst , City of Hemet, Hemet, CA

EDUCATION

Master of Public Administration, June 1997, **California State University San Bernardino**
Bachelor of Science-Business Administration, December 1990, **San Diego State University**

ACTIVITIES & ORGANIZATIONS

American Institute of Certified Public Accountants (AICPA), **Member** 2004-Present
California Society of Certified Public Accountants, **Member** 2004-Present
California Society of Municipal Finance Officers (CSMFO), **Member** 1995-Present
Government Finance Officer's Association (GFOA), **Member** 1995-Present
American Society for Public Administration, **Member** 1992-2009
Associated Students Organization, **Southwestern College**, **President** 1986-1988
Southwestern College Jazz Ensemble, **Trumpeter**, 1986-1990

REFERENCES

Provided upon request.