

## Cynthia Gibson Named Staff Director for DCEO John Catoe



Cynthia Gibson

(Nov. 27, 2001) Cynthia Gibson, former marketing and public information manager at Santa Monica's Big Blue Bus, has joined the MTA as staff director for Deputy CEO John Catoe.

In her new position, Gibson's initial responsibilities will include facilitating an employee task force that will develop an implementation plan for MTA service sectors. Service sectors will operate similar to a municipal transit agency.

In addition, she will be a liaison for Catoe and will coordinate various staff functions that fall within his area of responsibility. Later, she will take on a line management role within the Operations Department.

Catoe selected Gibson for his staff director at the MTA after working with her for five years at Santa Monica's Big Blue Bus. "Cynthia is one of the most 'out-of-the-box' transit professionals I have had the honor to work with," he says. "Her insight, energy and 'can do' style will assist the organization in becoming the nation's Number One transportation agency."

During her tenure with the Big Blue Bus, Gibson was responsible for advertising and public relations, community programs and public outreach. She also facilitated several projects aimed at building employee teamwork and headed a reorganization of the agency's administrative department.



Cynthia Gibson will facilitate an employee task force and coordinate Transit Operations staff functions.

As marketing manager for Santa Monica's Third Street Promenade from 1993 to 1996, Gibson was responsible for promoting tourism and for programs to attract local residents to shops and entertainment venues in the area. She also acted as a liaison between the Promenade merchants and the City of Santa Monica.

Beginning in 1985, Gibson worked for real estate developer Donahue Schrieber of Newport Beach. Starting in project accounting, she eventually moved into marketing and public relations while also working her way through college.

During her eight years with the developer, Gibson was assistant marketing director for the Glendale Galleria and served in marketing positions with Montebello Town Center and at Donahue Schrieber's shopping center in Ventura.

Gibson graduated from Cal State Fullerton in 1993 with a degree in communications. A native of Los Angeles, she grew up in Pomona where her parents still live. She has an older sister and a younger

brother.

In her spare time, Gibson enjoys water sports – scuba diving, rowing and kayaking – and participates in several half-marathons each year.

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