



November 17, 1994

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FOR IMMEDIATE RELEASE

MTA APPOINTS DEPUTY EXECUTIVE OFFICER FOR STRATEGIC PLANNING

Shirley Komoto Maimoni, a 20-year veteran of strategic, operations and project planning, has been appointed MTA's deputy executive officer for strategic planning and organizational development, MTA Chief Executive Officer Franklin White has announced.

Maimoni will report to MTA Chief Administrative Officer Judith Pierce. Her new responsibilities, which she begins Nov. 14, will include helping manage the operations of MTA's administrative division and for strategic planning and organizational development.

For the last three years, Maimoni's Manhattan Beach-based private consulting firm has been involved with a wide variety of companies such MCA Recreation Services, MCA Universal Studios Hollywood, Disney Development Company, Transamerica Occidental, Sony Pictures and L.A. International Airport.

Before establishing her own firm, she spent 13 years as the head of Walt Disney Imagineering's strategic planning and business consulting group, where she developed and implemented one of the organization's first strategic and operating plans. She also was responsible for project finances for the monorail beam way and other transportation systems at EPCOT center in Florida during their development.

"Shirley comes to MTA with a reputation as a consensus builder," said White. "Her strategic planning and organizational skills will play a vital role in shaping MTA's future."

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Maimoni earned bachelors and masters degrees from California State University -- Long Beach in social work and public administration. She also earned a masters degree in business administration from USC, concentrating on strategic planning.

She has served on the Regional Advisory Council for the Southern California Association of Governments (SCAG) and on the Long Beach Commission of Economic Opportunities. She is a current member of the board of directors of the Los Angeles Women's Foundation, the National Association of Women Business Owners -- Los Angeles, and the Leadership Education for Asian Pacific American National Public Policy Institute.

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