KAREN BASS
MAYOR

August 4, 2026

Honorable Members of the City Council
c/o City Clerk
City Hall, Room 395

Honorable Members:

Subject to your confirmation, I have reappointed Ms. Thien Ho to the Board of Cultural Affairs Commissioners for the term ending June 30, 2031. Ms. Ho's current term expired on June 30, 2026.

I certify that in my opinion Ms. Ho is especially qualified by reason of training and experience for the work which shall devolve upon her, and that I make the appointment solely in the interest of the City.

Sincerely,

KAREN BASS
Mayor

KB:lap

Attachment

COMMISSION APPOINTMENT FORM

Name: **Thien Ho**
Commission: **Board of Cultural Affairs Commissioners**
End of Term: 6/30/2031

Appointee Information

1. **Race:** API

2. **Gender:** Female

3. **Council District and neighborhood of residence:** 1 - East Los Angeles

4. **Are you a registered voter in the City of Los Angeles?** Yes

5. **Prior commission experience:**

6. **Highest level of education completed:** B.A., Journalism and International Relations, University of Southern California

7. **Occupation/profession:** Self Employed - Libre Communications

8. **Experience(s) that qualifies person for appointment:** See attached resume

9. **Purpose of this appointment:** Reappointment

10. **Current composition of the commission**:

Commissioner	APC	CD	Race	Gender	Term End
Tung, Christina	West LA	5	API	F	6/30/2028
Case, Natasha	Central	5	C	F	6/30/2029
Blu Wakpa, Tria	North Valley	7	API / C	M	6/30/2028
Olatunji, Asantewa	South LA	10	AA	F	6/30/2027
Jimenez, Ray	West LA	5	L	M	6/30/2027
Ho, Thien	Central	1	API	F	6/30/2026
Vinson, Robert	North Valley	12	L	M	6/30/2030

Thien Ho

Corporate Communications Executive

Purpose-driven communications leader with deep experience leading Corporate PR, Consumer PR, nutrition communications, media relations, executive engagement and crisis/issues management for high-profile, multi-brand and global organizations. Trusted executive advisor known for building integrated, results-driven teams and cross-functional alliances across Marketing, Legal, HR/People, Finance/IR, Government Affairs, and Social Impact to protect and grow enterprise business value and brand reputation.

Core Expertise

Corporate PR & Reputation Strategy (Portfolio Brands) | Consumer PR Leadership & Annual PR Planning | Nutrition / Scientific Communications | Executive Communications & Thought Leadership | Media Relations | Crisis Communications, Issues Management & Risk Mitigation | Employee Communications & Employer Brand | Measurement (KPIs/OKRs), Insights & Trends Monitoring | Budget Ownership, Agency Selection & Vendor Negotiation | CSR/Foundation & Community Engagement

Experience

Herbalife Ltd. **January 2024 – January 2026**

$5B publicly traded health and wellness company with 9K employees, 2M Distributors, 65K Nutrition Clubs in 95 markets. The world's second largest direct-selling company with a portfolio of 140+ branded products.

Vice President, Global Corporate Communications and Social Impact

Executive Committee level communications leader accountable for redefining the company's global narrative and reputation recovery roadmap. Led global communications and social impact teams and strategy with oversight of external corporate PR, executive and employee communications, earnings and Board communications, media relations, crisis/issues management, corporate social, CSR and the Herbalife Family Foundation.

- Responsible for enterprise narrative architecture and message discipline across consumers, employees, distributors, policymakers and media in 95 markets. Built and led a 15-person Global Corporate Communications & Social Impact Center of Excellence with a $10M annual budget.
- Led the RFP and selection of Herbalife's first-ever Consumer and Corporate Reputation PR AOR, defining scope, evaluation criteria, governance and success metrics; implemented operating rhythms to improve proactive storytelling, rapid response and stakeholder alignment.
- Championed reallocation of marketing investment to consumer-driven PR campaigns, delivering +72% lifestyle earned media and top-tier coverage year-over-year.
- Guided communications through high-stakes enterprise moments, including CEO/CFO transition, first M&A in a decade, $1.2B debt deal, and workforce restructuring, delivering coordinated executive messaging, employee communications and media strategy.

- Partnered with Marketing and Nutrition leadership to redesign annual PR planning across the portfolio, driving a 35% increase in neutral-to-positive earned media within 10 months and reinforced transformation narrative adoption.
- Launched Herbalife's first Women in Sports and Olympic Athletes campaign, increased engagement by 45% and strengthening positioning around equity and empowerment.
- Owned executive communications end-to-end: speeches, keynotes, thought leadership, leadership town halls, and enterprise-wide employee communications; ensured alignment across Legal, HR, Finance/IR, and business leadership.
- Led Board and earnings-related communications, including quarterly earnings messaging and engagement with business and financial reporters to reinforce credibility in high-scrutiny moments.
- Directed crisis communications and issues management for labor, employee engagement and reputation risks—leading preparedness planning, escalation pathways, spokesperson readiness and real-time response.

THIEN HO STRATEGIC COMMUNICATIONS AND PUBLIC AFFAIRS

January 2023 – January 2024

Provide strategic communications, public affairs and brand reputation counsel and execution for mission-driven brands and organizations. Passionate about delivering business results by integrating communications, public affairs, community relations, and government affairs strategies. Helped clients get to the heart of their message, contextualize their market positioning and build trust for their business among internal and external stakeholders.

SONY PICTURES ENTERTAINMENT

May 2022 – January 2023

Subsidiary of publicly traded Tokyo-based Sony Group Corporation, SPE is a creative entertainment and technology company with 10K global employees.

Senior Vice President, Communications

A senior member of the Corporate Communications leadership team accountable for developing and implementing corporate communication strategies to strengthen employee alignment and connection to SPE business objectives and culture. Convened partnerships with senior executives and teams across DEI, Government Affairs, Social Impact to articulate and contextualize SPE's business strategies, priorities, and core values for 10K+ global employees. Key stakeholders include SPE's Chairman, Chief Financial Officer, General Counsel, Chief People Officer and EVP, Government Affairs.

- Led and coached a seven-member communications team (corporate communications, events and graphic designer) committed to protect, advance and amplify SPE's business objectives to a variety of stakeholders.
- Strategized and executed long-range communications plan to align SPE and Sony's global business strategies and company values. Prioritized editorial content aimed at building trust among key stakeholders resulting in a +3% increase in engagement throughout SPE internal platforms, including company newsletter, emails and leadership townhalls and earnings recaps.
- Developed key messages and scripts for all Chairman's townhalls, earnings script and monthly media results.
- Developed the function's first-ever KPIs and OKRs.
- Ensured internal communications program has global reach and regional context.

THE WONDERFUL COMPANY

February 2021 – May 2022

$6B parent company of FIJI Water, Wonderful Pistachios, Teleflora and more with 10K global employees.

Senior Director, Corporate Communications

Developed and led an integrated corporate communications function to advance Wonderful's corporate reputation and civic leadership that included functions across social impact, government relation, learning and development, DEI, crisis, and executive communications. Oversaw and expanded the Corporate Communications team.

- Built an integrated Corporate Communications function to strengthen enterprise reputation and civic leadership across internal and external stakeholders.

- Led cross-functional strategy to develop Wonderful's sustainability and water impact narrative, aligning leaders on evidence-based messaging to address scrutiny around California water rights and long-standing stakeholder concerns.
- Partnered with HR and operational leaders during COVID-era uncertainty to deliver consistent employee and field communications; contributed to a 5% increase in shared resource satisfaction survey results.
- Advanced employer brand and talent narrative through earned and owned channels, growing Wonderful's LinkedIn company followers by 2.5K in one quarter following campaign launch. Developed and drove approval of an employer-of-choice award program.
- Supported health-focused outreach storytelling and stakeholder engagement that contributed to a +25% increase in voluntary immunization among field employees and recognition from local public health stakeholders.
- Integrated corporate, consumer and nutrition communications to support brand awareness campaigns. Initiated the company's first Lunar New Year celebration box for media and influencers leveraging portfolio brands, resulting in culturally relevant storytelling content.

DINE BRANDS GLOBAL **2017 – 2020**

Publicly traded parent company of IHOP and Applebee's with 3,500+ locations across 17 countries.

Executive Director, Global Communications and Public Affairs

Hired during a period of stock decline and C-level leadership transition to lead all aspects of global corporate, crisis, and international communications, PR and media relations, corporate social responsibility (CSR), and government affairs. Reported to SVP of Communications and International CMO with dotted-line to CEO, directed 9-person global team and managed a $600K budget and vendor agency efforts.

- Developed executive communications strategy, narrative, and voice for the new CEO and leadership team.
- Drove corporate rebranding efforts and led the launch of the new mission, vision and values to drive purpose and engagement across all stakeholders including global employees, investor relations, and franchisees groups.
- Led all facets of communications strategy and leadership for the international franchising business including a team across North America, South America and Asia.
- Built out and executed proactive quarterly earnings PR strategy and media relations effort; earned media placements to advance company's multi-year growth strategy in the *Wall Street Journal*, *LA Times*, *The New York Times*, *Bloomberg,* Reuters and CNN.
    - Increased quarterly earnings call media coverage by 200% through strategic storytelling and corporate growth messaging.
    - Earned 2.5B media impressions valued at $13.5M via managing CEO media appearances and PR strategy.
    - Positioned CIO to win CIO of the Year from the *LA Business Journal*.
- Appointed to a task force to develop and lead the corporation's first-ever DEI program; increased employee engagement index by 12% after implementing diversity initiatives, events, and communication strategy.
- Centralized and led all crisis communications management for Dine corporate, IHOP and Applebee's; counseled brand teams on crisis communications strategy for events impacting corporate reputation and stock price.

PANDA RESTAURANT GROUP **2005 – 2017**

$6B parent company of Panda Express with 3,000+ locations and 30K+ employees across four countries.

Director of Corporate Communications & PR

Promoted to build and lead the first corporate communications and consumer-facing PR function after serving in real estate development planning. Oversaw consumer PR, corporate communication, internal communications, crisis communications and public/government affairs; managed PR AOR.

- Led the brand's annual public relations planning process—setting strategic priorities, campaign calendars, and earned media targets; aligned cross-functional partners and agency teams to deliver consistent storytelling and measurable results across markets.
- Developed integrated new store opening social impact toolkit; convened cross-functional teams (social impact, marketing, real estate, public affairs, comms) to optimize community engagement—achieved 45% adoption in first year and 20% increase in first-month sales over projection.
- Repositioned Panda Express among Asian American influencers and media; built relationships with key journalists and developed narrative of a family-owned, Asian American-owned brand to drive growth and credibility.
- Negotiated strategic collaborations supporting brand objectives for the "Chork" campaign, generating $29.4M in earned media value, 16B impressions and 9K coverage pieces.
- Secured thought leadership and culture features in top-tier media including New York Times, Good Morning America, GQ, Business Insider, Food & Wine, Los Angeles Times, Travel + Leisure, Eater LA, FOX, NBC, and others.
- Supported rapid growth by leading relationship development with municipalities and in-house lobbying efforts to expedite permitting for new locations.

EDUCATION

Bachelor of Arts, Print Journalism & Bachelor of Arts, International Relations | UNIVERSITY OF SOUTHERN CALIFORNIA

Certified Brand Strategist | SECTION4 – PROFESSOR SCOTT GALLOWAY

KAREN BASS
MAYOR

August 4, 2026

Dear Ms. Ho:

Congratulations! I am pleased to inform you of your appointment to the Board of Cultural Affairs Commissioners for the term ending June 30, 2031, subject to confirmation by the Los Angeles City Council.

On behalf of the people of Los Angeles, thank you for your willingness to serve. Our boards and commissions are a vital part of the City's governance, and your leadership and expertise will play an important role in shaping the future of Los Angeles.

To move forward, there are a few steps you must complete prior to the Council's consideration of your appointment. My Commission Affairs team has prepared an attached checklist with deadlines and submission instructions, and they are available to support you throughout the confirmation process.

Once again, congratulations, and thank you for your commitment to serve the people of Los Angeles.

Sincerely,

KAREN BASS
Mayor

KB:lap

Attachment I
Ms. Thien Ho
August 4, 2026

Nominee Check List

I. Within 7 days of appointment:

- ☐ Submit the completed forms, found on the last three pages of this letter, to: myr-commissions@lacity.org **OR** mail them to:

  Office of the Mayor
  Attn: Luz Portillo
  200 N. Spring Street, Room 303
  Los Angeles, CA 90012

  - Remuneration Form
  - Undated Separation Letters (2)

- ☐ Schedule a fingerprinting appointment to complete your background check.
  - The Commissions team will connect you with the Personnel Background Unit.
- ☐ Complete and file a Statement of Economic Interests (Form 700).
- ☐ Submit the CEC Form 60 (Ethics Clearance Form) to the City Ethics Commission.
  - The City Council cannot act on your nomination until the Ethics Department receives and submits your filings.
  - Note: you will be required to submit the same forms *again after* you are sworn in

II. Council Member Meetings:

You may be asked to meet with Councilmembers prior to your hearings.

- ☐ Your City Councilmember Eunisses Hernandez
- ☐ Councilmember Ysabel J. Jurado, Chair of the Council Committee, considering your nomination

III. Public Meetings at City Hall:

- ☐ Arts, Parks, Health, Education and Neighborhoods Committee Hearing
  - The Clerk's office will contact you once your item has been scheduled.
- ☐ Full Council Hearing and Oath of Office
  - The Clerk's office will contact you once your item has been scheduled.

V. Standing Requirements

- Notify the Commissions team of any changes in address or contact information.
- If you wish to resign, you must submit a resignation letter to myr-commissions@lacity.org.