

## Application Form

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### Profile

Maximillian

First Name

L

Middle  
Initial

Morell-foege

Last Name

m.foege@fsglobalsolutions.com

Email Address

Primary Phone

Alternate Phone

Home Address

City

State

Postal Code

### What Supervisory District do you live in? \*

☒ District 5 Supervisor Lynda Hopkins

### Which Boards would you like to apply for?

Measure O Citizen Oversight Committee: Submitted

### Please describe your relevant experience/expertise that you believe would make you a valuable member of this body.

The first time I met Good Cowboy he was on the Joe Rodaota Trail and had lashed three full shopping carts together. Each one filled up to a heaping mound, straps and ropes attempting to keep the contents of his life together. There was a method to it all and reason for everything he had, but we couldn't store all of it for him. So we sat there with him. Told him to take his time as we went through everything with him. He told us stories, like how to make the perfect blowdart, what it was like to work as a carny, how hard it had been the last few years, and little by little, we convinced him to let go of one shopping cart that day. This was the first of many interactions that we had with Cowboy. Giving him rides, storing his belongings, supporting his move into transitional housing and eventually into permanent housing. It took years and a multiagency approach to provide the support Cowboy needed. His story is reflective of so many unhoused individuals in Sonoma County who are helped and supported by the services available here — services funded by grants like Measure O. With over seven years of leadership experience in emergency management, shelter operations, and community-based service delivery, I bring a deep understanding of how public resources can be deployed to address urgent social needs. As Chief Operating Officer of FS Global Solutions, I have overseen the planning, implementation, and fiscal management of emergency shelters and essential services for unhoused populations. I've been on the ground engaging with the people that funds like those provided by Measure O are meant to support. I'm intimately familiar with the needs and stories of people like Cowboy and as a member of this board, I hope to represent them steadfastly. My work has always been guided by principles of accountability, transparency, and ethical stewardship — values that strongly align with the goals of this oversight committee.

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## Interests & Experiences

**What interests you most about this agency? What skills or experience would you bring to best support the work of this agency?**

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What interests me most about this board is its role in ensuring money allocated to vulnerable populations is spent efficiently and appropriately . These funds are the starting point to allowing people access to critical services, whether that be eventual placement in permanent housing, mental health support, rental assistance, or any of the other often life saving services offered in Sonoma County. In addition to working closely with the unhoused community, I've coordinated with local governments, NGOs, and community leaders, managed funds from public and private grants, and ensured accountability for stakeholders. I'm eager to bring not only a technical and operational lens to this committee, but also a human-centered one—ensuring our reviews are rooted in both fiscal discipline and social impact.

[Max\\_s\\_Resume\\_Measure\\_O.pdf](#)

Upload a Resume

**Please Agree with the Following Statement**

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**You agree that the following information provided above is truthful.**

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☒ I Agree

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## Demographics

**Gender**

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☒ Male

**Occupation**

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Chief Operation Officer

**Highest Level of Education. Select one of the following \***

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☒ High school diploma or GED

**Primary Language**

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English

Maximillian L Morell-foege

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## Experience

**Please list two local references below. Please provide their phone number and email address below.**

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James Alexander Homelessness Services Division Director [REDACTED]  
[REDACTED] y.org Susan Gorin Previous [REDACTED] nty Supervisors  
[REDACTED]

## Community Service Experience

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Community Disaster Response Team (CDRT) 2014 - 2020 Led operational and financial support for community outreach initiatives, including strategic planning, fundraising, and budget management. Key contributions included organizing and managing fundraising efforts for a search and rescue deployment during the 2015 Nepal Earthquake, as well as coordinating community outreach and supply distribution in Sonoma County.

## Education

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N/A

## Employment

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Foege Schumann Global Disaster Solutions (FS Global) Chief Operating Officer | 2020 - Present Provides executive leadership and strategic oversight for all operations at FS Global, a humanitarian organization focused on emergency Management, shelter operations, and community resilience. Oversees daily operations, financial planning, and project execution across diverse environments, ensuring alignment with mission goals and industry best practices. Leads cross-sector collaboration with NGOs, local governments, and community stakeholders, with an emphasis on trust-building, equitable resource allocation, and sustainable impact. Drives organizational innovation through staff training, performance monitoring, and risk mitigation strategies to ensure consistent, dignified care for vulnerable populations

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## Commitment

**COO, FS Global Solutions, Max Morell-Foege**

*Santa Rosa, California [REDACTED] | [m.foege@fsglobalsolutions.com](mailto:m.foege@fsglobalsolutions.com)*

Max is a seasoned professional with over seven years of hands-on experience in disaster mitigation, shelter operations, and project coordination. He has honed his skills by managing a range of shelter projects across diverse environments, always aiming for sustainable and meaningful outcomes. With a track record of effectively liaising with various stakeholder groups—from local community leaders to government officials—he ensures that resources are efficiently allocated and projects are completed to the highest standards. As the Chief Operating Officer (COO) of FS Global, Max's role has been pivotal in guiding both strategy and day-to-day operations. He prioritizes building trust and forging strong community ties, understanding that genuine connections are the bedrock of successful projects. Combining a personal touch with rigorous expertise, Max ensures each initiative is approached with a clear strategy and the needs of the community at its heart. He navigates the complexities of each project with a keen sense of purpose, always striving for the best possible outcomes for those involved.

- Collaborates closely with the executive team to shape and refine company and project-specific strategies. Ensures alignment with FS Global's overarching mission and the unique objectives of individual projects, positioning the organization for continued growth and impact.
- Leads daily operations, ensuring that all processes are streamlined, resources are allocated efficiently, and the organization always operates with an emphasis on safety and in line with industry best practices and standards.
- Designs, establishes, and consistently monitors key performance indicators. This includes metrics related to shelter occupancy, resource utilization, and success rates of services rendered, offering insights into areas of potential improvement.
- Spearheads financial planning and budgeting efforts. Strives to find a balance between maintaining fiscal responsibility, achieving profitability targets, and ensuring the delivery of unparalleled services to clients.
- Acts as the guiding force behind managers, staff, and cross-functional teams. Creates a supportive work environment, fostering a culture where collaboration thrives and excellence becomes second nature.
- Establishes and maintains strong, genuine relationships with local stakeholders, partners, and community members. Prioritizes open and transparent communication channels, ensuring mutual understanding and alignment of objectives.
- Oversees the execution of critical projects from inception to completion. Guarantees timely, efficient completion while paying meticulous attention to detail, quality, and strict adherence to defined requirements.
- Proactively identifies potential operational, safety, or strategic challenges. Designs and implements robust strategies to mitigate these risks, ensuring the organization's longevity and reputation remain intact.
- Advocates for and lead initiatives aimed at elevating the organization's standards. Always seeks avenues to increase operational efficiency and drive innovative solutions that position FS Global as a leader in its domain.

- Acts as the primary coordinator during unforeseen crises or critical situations. Ensures clear communication lines are maintained, swift decisions are made, and issues are resolved with minimal disruption.
- Represents FS Global at various local events, forums, or meetings, consistently emphasizing the company's unwavering commitment to service excellence, community betterment, and ethical operation.
- Regularly reviews, updates, and ensures the consistent application of organizational policies and procedures. Ensures these policies not only remain relevant but also uphold the highest standard of service delivery and ethical operation.

### **Key Achievements & Experience:**

- **Disaster Mitigation and Shelter Operations:** Over his seven-year tenure, Max has been instrumental in disaster mitigation and has overseen the establishment and operation of numerous emergency shelters. His vast experience spans different cultures and contexts, proving his adaptability and thorough understanding of diverse populations' needs.
- **Texas Shelter for Undocumented Children:** Max played an essential role in the management and operation of a significant project in Texas. Here, he spearheaded logistics and coordination for a shelter housing 2,000 undocumented children, ensuring their safety, well-being, and access to essential services during their stay.
- **Hygiene Services in Atlanta:** Recognizing the significance of basic human rights, Max led an initiative in Atlanta focusing on providing essential hygiene services to the unhoused population. This involved coordinating with multiple agencies, volunteers, and local businesses to set up and maintain hygiene stations throughout the city.
- **COO of FS Global:** As the Chief Operating Officer, Max has been pivotal in driving the company's operational success. His leadership has facilitated the expansion of services, the streamlining of operations, and the strengthening of FS Global's reputation in the humanitarian and shelter management sectors.
- **Personal Approach to Service:** Throughout his career, Max's commitment to understanding the individual stories of those he serves has set him apart. By engaging directly with clients, learning their names and narratives, he has emphasized the importance of dignity, respect, and personalized care in operations.
- **Collaborations & Partnerships:** Max has initiated and managed collaborations with various international and local NGOs, governmental bodies, and community organizations. These partnerships have been vital in achieving larger objectives, sharing knowledge, resources, and creating a synergistic approach to tackling homelessness and related issues.
- **Training & Capacity Building:** Recognizing the importance of skilled staff, Max has been actively involved in developing and implementing training modules for shelter personnel. This ensures that team members are equipped with the latest knowledge and best practices to provide high-quality care to shelter residents.

Core Competencies:

- Shelter Operations & Administration
- Disaster Mitigation & Response
- Stakeholder Relations & Engagement
- Resource Allocation & Budget Management
- Team Leadership & Cross-team Communication
- Project Coordination & Execution
- Community Building & Trust Cultivation
- Strategic Planning & Problem Solving
- Education & Professional Development:



## Application Form

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### Profile

Robert

First Name

M

Middle  
Initial

Lance

Last Name

[REDACTED]

Email Address

[REDACTED]

Primary Phone

[REDACTED]

Alternate Phone

[REDACTED]

Home Address

[REDACTED]

City

[REDACTED]

State

[REDACTED]

Postal Code

### What Supervisory District do you live in? \*

☒ District 5 Supervisor Lynda Hopkins

### Which Boards would you like to apply for?

Measure O Citizen Oversight Committee: Submitted

### Please describe your relevant experience/expertise that you believe would make you a valuable member of this body.

My extensive professional background in operations, finance, and accounting, in both corporate finance and wealth management, provide a unique inventory of analytical capabilities and experiences.

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### Interests & Experiences

### What interests you most about this agency? What skills or experience would you bring to best support the work of this agency?

The agency focuses its efforts in an area that greatly concerns me. My financial and operational backgrounds make me uniquely qualified to analyze and provide objective assessments on projects presented to the county for their consideration.

Robert M Lance

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**Please Agree with the Following Statement**

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**You agree that the following information provided above is truthful.**

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☒ I Agree

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**Demographics**

**Gender**

☒ Male

**Occupation**

retired

**Highest Level of Education. Select one of the following \***

☒ College/University degree

**Primary Language**

English

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**Experience**

**Please list two local references below. Please provide their phone number and email address below.**

[Redacted]

**Community Service Experience**

Current board member of SAVS

**Education**

Cal State Univ - Chico Business Degree with concentration in accounting

Robert M Lance



**Employment**

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Retired

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**Commitment**

## Background:

I have a business degree with a concentration in accounting.

After college graduation, I worked at Chevron for two years in their Fixed Asset department. I worked on basic accounting issues including reconciling old paper ledgers to computer ledgers.

After Chevron, I spent two years in Botswana as a Peace Corps volunteer. I assisted and supported the development of rural cottage businesses in my district.

After I returned home from Botswana, I went to work for Viacom Cablevision. I started as a Staff Accountant and was promoted to Regional Controller in charge of three cable systems in the Mid-West. There, I was responsible for preparing annual budgets, quarterly estimates, financial analyses, etc. During my tenure in the Mid-West, I was given some operational responsibilities too.

From Viacom, I returned to the Bay Area and went to work for American President Lines at their company's headquarters in Oakland. There, I was responsible for preparing the corporate budgets and forecasts for both capital and financial statements. In addition to the reporting functions, I was also responsible for the financial analyses as required. Eventually, I accepted a regional controller position at the APL's Oakland Middle Harbor terminal. From there I was promoted to Maintenance and Repair Manager. In addition to being responsible for the department's budgets, forecasts, and analyses, I also managed about 75 longshoremen, including contract negotiations.

In 2001, I had an opportunity to change careers and went to work for Napa Valley Wealth Management (NVWM) a financial planning firm. I was no longer in the corporate accounting/operation profession. During my tenure at NVWM, I was responsible for supporting the clients, executed all trading activity, client portfolio construction, investment selection, managed client cash flows, account analyses as required, etc. I was the main point of contact for the clients. I retired from NVWM in January of 2019.