

Daniel H. Rich – Organizational Development, Coaching and Governance

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Dan Rich has a strong background in strategic planning, organizational development, and land use as well as extensive involvement in financial management, personnel and policy analysis. He is a local government manager with more than thirty years of public-sector experience, including fourteen years as a City Manager. His proven interpersonal, communication, negotiation and facilitation skills have served him well over the course of his career.



Dan has been involved with career development and coaching efforts of young professionals for over a decade. He is a big-picture strategic thinker while still paying attention to the small details and the political context of a situation. Dan provided strategic direction for developing and gaining stakeholder support for three successful revenue measures.

As the City of Mountain View's City Manager from 2011 until his retirement in 2019, Dan worked on complex land use projects and public-private partnerships as well as award-winning long-range planning documents. Mountain View is a full-service city with approximately 80,000 residents and is home to numerous well-known large companies including Google, Intuit, and LinkedIn as well as a start-up hub. He was active on regional pension reform, transportation and Next Gen employee development issues. Dan also took pride in fostering effective Council relations and initiating employee wellness and engagement efforts. He served as Chair of the Santa Clara County City Manager's Association and was a member of the League of California Cities' pension reform task force.

Dan's prior experience includes nine years in the City of Sunnyvale City Manager's office, four years as Assistant City Manager in the City of Belmont, and six years as the City of Campbell's City Manager. In addition to his experience working in city management, he also spent five years working for members of Congress.

Dan volunteers with local non-profits and teaches a public policy practicum and an introductory Land Use class at Stanford University. A Bay Area native, Dan received his Bachelor of Arts from the University of California, Berkeley and later went on to attain his Masters in Public Policy from Harvard's John F. Kennedy School of Government.



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