

Per California Code of Regulations, title 2, section 548.5, the following information will be posted to CalHR's Career Executive Assignment Action Proposals website for 30 calendar days when departments propose new CEA concepts or major revisions to existing CEA concepts. Presence of the department-submitted CEA Action Proposal information on CalHR's website does not indicate CalHR support for the proposal.

**A. GENERAL INFORMATION**

1. Date

12/10/2025

2. Department

Department of Alcoholic Beverage Control

3. Organizational Placement (Division/Branch/Office Name)

Administration Division

4. CEA Position Title

Deputy Division Chief

5. Summary of proposed position description and how it relates to the program's mission or purpose.  
(2-3 sentences)

Under the general direction of the Division Chief of the Administration Division, the Deputy Division Chief for Administration and Enterprise Projects (CEA A) is responsible for two distinct areas: 1) the operational management and implementation of policies related to fiscal management, budgeting, procurement, business services, and human resources, and 2) the operational management of the newly established Enterprise Initiatives Section, which is responsible for facilitating the implementation of strategic initiatives and cross-divisional coordination related to department-wide initiatives including performing the roles of product owners for ABC's enterprise technology systems. In addition to the responsibility for ensuring efficient and effective of execution of administrative functions, the CEA A plays a critical role in the support of ABC's mission through the effective implementation and ongoing maintenance of ABC's enterprise technology systems by serving as the voice for the public and program operations in the planning and decision making related to system requirements and design as well as the allocation of department resources, most notably from the Information Technology Branch.

6. Reports to: (Class Title/Level)

CEA, A/Administration Division Chief

7. Relationship with Department Director (Select one)

- ☒ Member of department's Executive Management Team, and has frequent contact with director on a wide range of department-wide issues.
- ☐ Not a member of department's Executive Management Team but has frequent contact with the Executive Management Team on policy issues.

(Explain):

8. Organizational Level (Select one)

☐ 1st ☐ 2nd ☒ 3rd ☐ 4th ☐ 5th (mega departments only - 17,001+ allocated positions)

## **B. SUMMARY OF REQUEST**

9. What are the duties and responsibilities of the CEA position? Be specific and provide examples.

The proposed CEA will be responsible for leadership and oversight of two components of the Administration Division, each lead by subordinate Staff Services Manager IIIs (SSM III): the newly established Enterprise Initiatives Section and the Administration Section.

The position's role related to the Enterprise Initiatives Section is to oversee cross-divisional services that do not fall into the traditional administrative functions contained within the Administration Section. In this role, the CEA will facilitate cross-divisional coordination on enterprise projects and initiatives, including major information technology projects, and will be responsible for the development and oversight of implementation of the department's strategic plan.

Additionally, this position will provide strategic oversight of the traditional administrative functions including labor relations, human resources, workers compensation, fiscal management, budgets, accounting, business services, contracts, audits, facilities management and management analysis.

**B. SUMMARY OF REQUEST (continued)**

10. How critical is the program's mission or purpose to the department's mission as a whole? Include a description of the degree to which the program is critical to the department's mission.

- ☒ Program is directly related to department's primary mission and is critical to achieving the department's goals.
- ☐ Program is indirectly related to department's primary mission.
- ☐ Program plays a supporting role in achieving department's mission (i.e., budget, personnel, other admin functions).

Description: The duties related to overseeing the Financial Management, Human Resources, and Business Management Branches represent a supporting role in achieving the department's mission and these functions are critical support for ensuring ABC's programs have the resources they need to accomplish their mission. The duties related to Enterprise Initiatives Section represent program work that is directly related to the achieving the department's goals. The work within this program includes the oversight and implementation of the Strategic Plan, and ownership of product design decisions related to all of ABC's enterprise information technology systems. As such, this organization directly shapes almost all program workflows that touch an enterprise system (which is the vast majority) and in turn, directly effects the efficiency and effectiveness of services delivered through those workflows. Further, a critical aspect of the purpose of the Enterprise Initiatives Section is to ensure that the automation of workflows is done in a way that ensures data is collected in a manner that can be used to provide management reports reflecting program and organizational effectiveness.

**B. SUMMARY OF REQUEST (continued)**

11. Describe what has changed that makes this request necessary. Explain how the change justifies the current request. Be specific and provide examples.

Through the consolidation of enterprise functions to the Administration Division, ABC has reorganized in a way where there the depth and breadth of enterprise responsibilities has expanded significantly. Specifically, through this reorganization, the following functions are either moved or created within the Administration Division: Responsible Beverage Service Training Program, development and coordination of implementation of strategic initiatives (notably the 2025-2030 Strategic Plan), product ownership of all enterprise information technology services (notably the planned replacement of the legacy enterprise system), risk management, and responsibility for all non-sworn training. This change creates a new organizational unit within the Administrative Division distinct from the traditional administrative functions and the Information Technology Branch that already exist. This position would oversee the traditional administrative functions and the new enterprise-focused unit to provide the capacity within the division to execute departmentwide collaboration and decision making on strategic initiatives for the department.

### **C. ROLE IN POLICY INFLUENCE**

12. Provide 3-5 specific examples of policy areas over which the CEA position will be the principle policy maker. Each example should cite a policy that would have an identifiable impact. Include a description of the statewide impact of the assigned program.

This CEA position will be the principal policy maker in the areas covered by the Human Resources, Financial Management, and Business Management Branches. All three areas involve ensuring compliance with laws and regulations and in several areas, performance is critical to maintaining delegations from control agencies that are necessary to efficiently operate a department. Policy decisions in these areas are necessary as laws and regulations change or technology or business use cases evolve in a manner that require processes or policies to change. Further, this CEA will directly supervise the Enterprise Initiatives Section and will be an active leader in that unit's purpose to facilitate and drive enterprise-decision making on the department's most critical strategic initiatives.

**C. ROLE IN POLICY INFLUENCE (continued)**

**13. What is the CEA position's scope and nature of decision-making authority?**

This CEA position will have primary decision-making authority over the traditional administrative functions of human resources, business management, and financial management as well as the RBS program. The position will also be responsible for the facilitation of enterprise decision making in cross-divisional functions assigned to the Enterprise Initiatives Section. Although the position is not ultimately responsible for making these decisions that are made collectively by the affected division executives, the position is responsible for supporting the decision-making process and must make decisions necessary to effectively facilitate well-informed decision making. Further, as the primary executive over the traditional administrative functions, the position is a critical participant in the enterprise decision making process.

**14. Will the CEA position be developing and implementing new policy, or interpreting and implementing existing policy? How?**

Workload associated with the Enterprise Initiatives Section will involve substantial changes in how the department's programs operate as decisions are made about the information technology services that support them, and as strategic initiatives are planned and implemented. As such, policies and procedures will be changed as technology solutions or strategic initiatives are implemented. On the administrative side of this position's responsibilities, the policy responsibilities will be less dynamic and more in line with the implementation of existing policies and ensuring that those policies are in compliance with all appropriate controls and are being followed.