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California Independent Petroleum Association Hires Willie Rivera as Director of Regulatory Affairs

(Sacramento, CA) – California Independent Petroleum Association (CIPA) Chief Executive Officer Rock Zierman is pleased to announce the trade association has hired Willie Rivera to serve as Director of Regulatory Affairs. CIPA created this new role to manage the increasingly complex regulatory requirements imposed on the oil and gas industry. In this role, Rivera will be responsible for the management of local, state and federal regulatory issues and developing relationships with government officials.

“As a longtime Valley resident, Willie is uniquely attuned to the challenges facing Central California and he understands the vital economic role the oil and gas industry plays in the local economy. He has built strong relationships with key stakeholders and will be actively engaged in protecting our members’ best interests in California’s complex regulatory landscape,” said Zierman.

Rivera currently serves as a councilmember for the city of Bakersfield, representing Ward 1. He has served in this role since June 2013, when he became the youngest elected councilmember in city history. He is the chair of the city’s Budget and Finance Committee and a member of the Safe Neighborhoods Committee, Community Services Committee and the Joint City-County Standing Committee to Combat Gang Violence.

Most recently, Rivera was Regional Manager for Corporation for Better Housing Property Management. He also has legislative experience serving as a staff member in various roles for Assemblymember Rudy Salas and former California State Senator Michael Rubio.

In addition, Rivera is active in his community by volunteering for a number of local non-profits, including serving as a board member for Foundations for Success and Kern County Homeless Collaborative. He graduated with a Bachelor of Arts degree in political science from California State University, Sacramento.

“I am excited to join CIPA to stand up for an industry that employs thousands of hardworking men and women in our state. Energy producers are a part of who we are as Californians and CIPA’s nearly 500 members represent countless jobs and local investment in our communities,” said Rivera.

Rivera will be based in Bakersfield and will officially begin his new role at CIPA in early March.

CIPA members represent approximately 70 percent of California's total oil production and 90 percent of California's natural gas production.

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