

### City of Seattle Notice of Appointment

<b>Name:</b> Marty Kooistra		<input type="checkbox"/> Executive Appointment <input checked="" type="checkbox"/> Reappointment <input type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency
<b>Residential Neighborhood:</b> Burien	<b>Zip Code:</b> 98166	<b>Contact Phone No.:</b> 206-292-5240
<b>Appointed to:</b> Housing Levy Oversight Committee		<b>Date of Appointment:</b> July 23, 2013
<b>Authority (Ord., Res.):</b> Ordinance 123013		<b>Term of Office:</b> <b>From:</b> Confirmation <b>To:</b> June 30, 2015
<p><b>Background:</b></p> <p>Marty Kooistra has over 30 years of leadership in the affordable housing field, working at the local, state and international level. For five years he served as CEO of Habitat for Humanity of Seattle/South King County, an organization of 25 staff and approximately 1,300 volunteers contributing over 30,000 volunteer hours annually. His work included new construction, renovation of foreclosed homes and distressed properties, community business development, homebuyer financial readiness, family services and advocacy.</p> <p>Previously Marty served as director and vice president of Habitat for Humanity International, where his roles included construction and environmental resources, strategic alliances, and global program design and implementation. Marty is currently Senior Advisor for Strategy &amp; Advocacy for the newly merged Habitat for Humanity Seattle-King County.</p> <p>Marty serves on numerous community boards and advisory committees, including the Housing Development Consortium of Seattle-King County (board president), Habitat for Humanity of Washington State, Global Washington, the Neighborhood Stabilization Program Technical Advisory Committee for the WA State Department of Commerce, and the New Market Tax Credit Advisory Committee for Global Green.</p>		
<b>Authorizing Signature:</b> 		<b>Name and Title of Officer Making Appointment:</b> Michael McGinn, Mayor

FILED  
 JUL 24 PM 4:15  
 CITY CLERK  
 CITY OF SEATTLE

# MARTIN KOOISTRA

---

## EXECUTIVE PROFILE

Senior nonprofit executive skilled at adapting principles of sound business to a nonprofit context with social as well as economic outcomes. Known for ability to form and sustain effective cross-sector coalitions and donor relationships that connect corporate leaders, policy makers, community leaders, and practitioners around pressing societal challenges. Facilitator of collaborative problem-solving that maintains a shared focus on community betterment and capitalizes on diverse strengths to achieve demonstrable, broadly-owned solutions. Champion of self-help strategies and of holistic solutions that decrease vulnerabilities, promote family livelihood, foster health and safety, and encourage volunteerism and civic engagement. Areas of expertise include:

- Advocacy & public awareness
- Alliances, partnerships, & coalitions
- Budgeting & financial management
- Building science & sustainable design
- Business development & strategic alignment
- Community outreach & development
- Family services & case management
- Foundation relations & grant management
- Funding & investment criteria
- Governance & board development
- Homeownership & homelessness
- Housing finance & asset-building
- Interfaith & cross-cultural engagement
- Neighborhood revitalization
- Public presentations & group facilitation
- Residential & commercial construction
- Rural and Native People's initiatives
- Turnarounds

## PROFESSIONAL EXPERIENCE

### 1. HABITAT FOR HUMANITY OF SEATTLE & SOUTH KING COUNTY 2008 to 2012

#### CEO

Chief executive of organization with \$5-7M annual budget, 25 FTEs, 15 operational teams, and approximately 1300 volunteers contributing over 30,000 volunteer hours per year. Oversee a diverse program portfolio including: new construction; renovation of foreclosed and distressed properties; community business development; homebuyer financial readiness; family services; volunteer management; faith relations; and advocacy. Leading projects and staff distributed over four to six simultaneous sites in municipalities throughout greater Seattle and western and southern King County, WA.

#### *Notable Accomplishments*

- Led revitalization of brand by establishing new strategic direction that ensured significant impact and relevance and resulted in sustained engagement of the region's top-tier nonprofit, philanthropic, corporate, governmental, and academic institutions.
- Entered an organization facing serious fiscal challenges due to economy; engineered turnaround by immediately establishing relationships and credibility with lenders, funders, and organizational partners and by working with them to renegotiate complex contracts and project plans.
- Brought organization from isolation to place of relevance with regional funders and to active involvement in key area initiatives; organization now routinely invited to help shape regional strategy and action.
- Brokered extensive alliances and cross-sector coalitions to decrease redundancy and fragmentation and to increase efficiency, scale, and collective impact.

- Established neighborhood transformation as overarching framework unifying strategic plan; guided business centers in innovation that builds on Habitat's core competencies and traditional approaches.
- Designed breakthrough cross-agency collaborative providing systematic, county-wide financial literacy, homebuyer readiness, and pre/post purchase counseling programs.
- Brought awareness to the greater building community of the affordability of sustainable/ "green" construction and its long-term financial benefits to homeowners.
- Made Habitat construction sites and retail operation available as job training facilities for partner agencies serving at-risk adults, formerly homeless and at-risk youth, and adults with disabilities.
- Strengthened organizational culture through intentional recruitment, selection, and mentoring rooted in core values of performance, quality, respect, and integrity.
- Provided vision and leadership strategy for successful merger between Habitat Seattle/South King County & Habitat East King County. ( Currently serving as Senior Advisor for Strategy and Advocacy for the newly-merged affiliate, Habitat for Humanity Seattle-King County).
- Elected Vice President of King County Housing Development Consortium after 1<sup>st</sup> year of membership and President after 2<sup>nd</sup>; received Mayoral appointment after 2<sup>nd</sup> year; appointed to board of directors for one of nation's premier global development associations.
- Provided testimony before the 2012 Washington state legislature that was widely remarked to be the most effective and passionate of the session.
- During my tenure, Habitat for Humanity Seattle/South King County was designated:
  - "2011's Most Respected Residential Builder" by Puget Sound Business Journal (PSBJ)
  - a "2011 Top Brands" finalist (across both for-profits & nonprofits) by PSBJ
  - a recipient of the coveted 4-star rating for sound fiscal management and commitment to accountability and transparency from Charity Navigator, America's premier charity evaluator.

## **2. HABITAT FOR HUMANITY INTERNATIONAL (HFHI)** **(Atlanta & Americus, GA and Sioux Falls, SD)**

1994 to 2008

### **Senior Director, Strategic Alliances and Global Program Design & Implementation** **2007 to 2008**

Responsible for new function within new Global Programs Division. Coordinated international headquarters support for programmatic work in all 50 states and 90 countries. Served as HFHI expert in partnerships and strategic alliances as means to achieve scale and sustainability worldwide.

#### **Notable Accomplishments**

- Established \$30M nationwide sustainable building partnership with The Home Depot Foundation.
- Developed investment criteria and assessment protocol to quantify mission fit and strategic alignment and to determine appropriate service delivery.
- Directed enterprise program evaluation function and launched country program assessment protocol.
- Created and directed a decentralized, field-based cadre of community development specialists supporting the work of 1600 Habitat affiliates nationwide.

### **Vice President, Collaborations and Strategic Partnerships**

2005 to 2007

In temporary HFHI division created to oversee four-state disaster response following hurricanes Katrina and Rita, directed strategic alliances and use of new methods in response to urgent, large-scale, unprecedented problems (served as national test environment for promising innovations). Worked closely with McKinsey & Company.

#### **Notable Accomplishments**

- Convened and led cross-sector "NPO5" coalition (HFHI, LISC, NeighborWorks, Enterprise Corporation of the Delta, and Enterprise Community Partners) to maximize coordination, effectiveness, and efficiency.
- Created and rapidly deployed large-scale homebuyer prequalification process managed by partner agency field staff; created certification training for partner staff (later rolled out for nationwide use).
- Established additional partnerships with: Annie E. Casey Foundation, The Salvation Army, Lutheran Social Services, World Vision, U.S. Navy, Boat People SOS, Catholic Relief Services, Tulane University, Rebuilding Together, and the National Endowment for Financial Education.
- Raised over \$11M to support Habitat's Gulf reconstruction efforts and provide down payment assistance to over 1000 households.

**Director, Construction and Environmental Resources****2005 (August-November)\****\*Appointed to new position following Hurricane Katrina.*

Provided leadership and programmatic direction for enterprise-wide construction practices in 90 countries, including design, energy efficiency, scheduling, and project management. Ensured use of locally-appropriate technologies and compliance with HFHI standards and best practices.

**Notable Accomplishments**

- Created construction R&D and training functions and business plan for Housing Center of Excellence.
- Provided pre-event construction management for 2006 Jimmy Carter Work Project near Mumbai, India and oversaw organization's construction response to hurricanes Katrina and Rita.

**Content and Knowledge Manager, Habitat University****2002 to 2005 (August)**

Recruited to serve as U.S. lead on project team tasked with design and launch of corporate university serving paid and volunteer staff in 90 countries.

**Notable Accomplishments**

- Established systematic processes to identify global best practices from the field and make them available on demand worldwide through e-learning, case studies, classroom trainings, and online libraries.
- Developed and documented best practices in online and classroom instruction and executive education.
- Secured more than \$100,000 in major gift donations—both in-kind and cash—for operational support.

**Special Project Team Appointments Throughout 2005**

- U.S. Field Study and Restructuring: Appointed to four-person team that researched U.S. field operations and forged recommendations for restructuring. Project overseen by Bain & Company.
- HFHI Five Year Strategic Plan: Appointed to Steering Committee for enterprise strategic planning with Booz Allen Hamilton. Led mission focus, organizational value-add, and change management teams.

**Senior Affiliate Support Manager, Habitat Midwest Region****1997 to 2002\****\*Promoted from Regional Director, Habitat Upper Midwest Region, during 1997 organizational restructuring.*

Managed seven field-based staff supporting 256 Habitat affiliates in a seven-state region. Produced annual operating plans, budgets, and managed finances.

**Notable Accomplishments**

- Established three state organizations and guided over 60 communities in launching Habitat affiliates.
- Oversaw Native People's Initiative.
- Directly supported the nine highest-performing markets in region.
- Secured anonymous contribution of \$1M to build 50 additional housing units per year for five years.
- Designed Accelerated Asset Recovery programs (secondary mortgage market for Habitat mortgages).
- Championed community land trusts in appropriate contexts.
- Wrote and administered multi-site AmeriCorps\*VISTA community engagement grants.

**Associate Regional Director and Regional Director, Habitat Upper Midwest Region****1994 to 1997**

Provided support, training, and technical expertise to affiliates in Iowa and South Dakota.

**Notable Accomplishments**

- Supported design of Norwest Housing Foundation, which donates millions of dollars to build and renovate affordable housing.
- Developed national model to add chapters and covenant communities to Habitat affiliates.
- Added geographic service areas and community needs assessments to national affiliation process.

**3. HABITAT FOR HUMANITY OF GREATER SIOUX FALLS****1991 to 1994****Executive Director**

Led growth of affiliate from a start-up with an all-volunteer staff to a mature organization with three FTEs.

**Notable Accomplishments**

- Secured ongoing national in-kind partnership with local manufacturer.
- Closed first nine homes within 24 months of start date.

**4. WILLIAM RENS CONSTRUCTION (Sioux Center, IA) 1985 to 1991**  
**Construction Project Manager**

Provided construction project management for light commercial and single-family residential projects.

**5. CONSTRUCTION PLUS (Inwood, IA) 1979 to 1985**  
**Owner/President**

Started and directed successful diversified construction business with portfolio comprising residential, commercial, and industrial clients. Introduced innovative construction technologies to local market.

### EDUCATION

- B.A., Sociology and B.S.W., Dordt College
- Archibald Bush Foundation Leadership Fellow, Joint Center for Housing Studies, Graduate School of Design & Kennedy School of Government, Harvard University

### BOARDS & MEMBERSHIPS

**Current Boards of Directors**

- President, Housing Development Consortium of Seattle-King County
- Secretary, Habitat for Humanity of Washington State
- Director, Global Washington

**Current Committees**

- Neighborhood Stabilization Program Technical Advisory Committee, WA State Dept. of Commerce
- New Market Tax Credit Advisory Committee, Global Green
- Community Service Committee, Seattle Rotary 4 (largest Rotary organization in the world)
- Seattle Housing Levy Oversight Committee (mayoral appointment)
- State Legislative Committee, Washington Low Income Housing Alliance
- Affiliates of Distinction Program Design Team, Habitat for Humanity International

**Past Service Positions**

- Advisory Council, Federal Home Loan Bank of Des Moines
- Board of Directors, Justice for All Northwest Iowa
- Iowa Human Services Coordinating Board
- Judge, Lifecycle Building Challenge
- Sioux Empire Homeless Coalition

### INVITED PRESENTATIONS AND PUBLICATIONS

American Institute of Architects Seattle; American Management Association; Association of Strategic Alliance Professionals; Congressional Black Caucus; Corporation for Enterprise Development; Energy and Environmental Building Alliance (co-keynote); Executive Alliance of Nonprofits; Family Support America; Federal Home Loan Bank; Freddie Mac; Housing Assistance Council; Mortgage Bankers Association; National Community Land Trust Network; National Public Radio; NeighborWorks America; New York Regional Association of Grantmakers & The Rockefeller Foundation; North American Association of Christians in Social Work; Qwest; Seafair Foundation; The Salvation Army; The Washington State House of Representatives; The U.S. Department of Energy, and The University of Washington's Evans School of Public Affairs (Humphrey Fellows) and West Coast Poverty Center.

## Housing Levy Oversight Committee

Thirteen members: Per Ordinance 123013, all subject to City Council confirmation

- 3 Appointed by Mayor: 2-year term
- 3 Appointed by Mayor: 3-year initial term, followed by 2-year terms
- 1 City employee appointed by Mayor: 6 ½-year term
- 2 Appointed by City Council: 2-year term
- 3 Appointed by City Council: 3-year initial term, followed by 2-year terms
- 1 City employee appointed by City Council: 6 ½-year term

D*	G	Position No.	Name	Appointed	Term Ends	Term #	Position	Appointed By
6	m	1	Jerry DeGriek	1/12	12/16	1		Mayor
6	m	2	vacant		6/14	1		Mayor
6	f	3	Christine Rush	6/10	6/14	2		Mayor
1	f	4	Maiko Winkler Chin	6/10	6/14	2		Mayor
6	m	5	Hal Ferris	7/13	6/15	2	Vice Chair	Mayor
6	m	6	Marty Kooistra	7/13	6/15	2		Mayor
1	m	7	vacant		6/13	1		Mayor
6	f	8	Traci Ratzliff	6/10	12/16	1		Council
6	m	9	Ezra Basom	12/12	6/14	1		Council
6	m	10	Jonathan Grant	6/13	6/14			Council
6	f	11	Nicole Macri	1/12	6/13	1		Council
1	f	12	Josephine Tamayo Murray	6/06	6/13	2	Chair	Council
6	m	13	Steve Walker	2/07	6/13	2		Council

### \*Diversity

	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic Latin@	(4) Native-American	(5) Other**	(6) Caucasian
<b>Mayor</b>	3	2	2	1	1					4
<b>Council</b>	3	3		1	1					5
<b>Total</b>	6	5	2	2	2					9

\*\*Other includes diversity in any of the following: race, gender and/or ability