

CF 311263
#7

City of Seattle

Notice of Appointment

Name: Brian Hsi		<input type="checkbox"/> Executive Appointment <input checked="" type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency
Residential Neighborhood: Judkins Park	Zip Code: 98144	Contact Phone No.: 206.383.9523
Appointed to: Citizens' Telecommunications and Technology Advisory Board		Date of Appointment: January 24, 2011
Authority (Ord., Res.): Ordinance 117703 as amended last by Ordinance 123181		Term of Office From: Confirmation To: January 1, 2013
Comments: New Appointment		
Authorizing Signature: <i>Bruce C. Harrell</i>		Name and Title of Officer Making Appointments: Councilmember Bruce Harrell

Confirmed by the Following Vote at City Council.

In Favor:	Against:	Date:
Attested by:		Title:



Seattle, WA 98144

Brian Hsi

PROFILE

Social web strategist designing and implementing innovative solutions for businesses and nonprofits. Motivated self-starter and creative problem solver with solid experience in strategic planning, product management and communications. Passionate leader and valued team member focused on empowering community-driven solutions.

PROFESSIONAL EXPERIENCE

CLASSMATES ONLINE—Seattle, WA

December 2008 – present

Product Manager – Classmates.com

Current priorities include determining product strategy to increase engagement and monetization opportunities around relevant, nostalgic content. Recently delivered event planning improvements resulting in an increase in satisfaction by 30% for an audience of over three million subscribers.

MICROSOFT CORPORATION – Redmond, WA

2006 – 2008

Product Planner – Server and Tools Online (MSDN, TechNet, Expression)

Responsible for multiple products including blogs, social bookmarks and member profiles. Focused on gathering customer insights and research, creating scenarios, business requirements, product strategy, and key performance indicators.

Product Manager – Microsoft.com Community Technologies Team

Managed the MSDN and TechNet blogs and forums experience. Responsible for internal stakeholder and external customer management; created and maintained product roadmap; managed external research, communications, and business intelligence. Launched alpha versions of forums and blogs. Evangelized blogs and provided training throughout the company.

PARTICIPATE SYSTEMS (now OutStart) — Seattle, WA; Chicago, IL

1999 – 2006

Senior Account Manager – MSN Games

Responsible for client relations, community strategy and design. Managed a team overseeing 2,000 volunteers to support an audience of seven million users. Developed customer communication plans in conjunction with public relations and marketing. Designed and managed rollout of community expertise software solutions. Increased member satisfaction by almost 90% through a variety of community initiatives leveraging blogs, expert Q&A forums, and collaborative agenda setting.

Account Manager – CareerPath (now CareerBuilder)

Provided overall community strategy and management for CareerPath focusing on online forums and expert chat Q&A.

Account Coordinator – AT&T WorldNet

Provided ongoing support for AT&T WorldNet's community portal. Developed training materials for community support team.

MSNBC (through KELLY SERVICES) – Chicago, IL

1999 – 2001

Associate Producer

Produced the website for the country's third largest NBC affiliate. Main duties included writing and editing content; video, sound and photo design.

COMMUNITY INVOLVEMENT

ASIAN PACIFIC ISLANDER COMMUNITY LEADERSHIP FOUNDATION – Seattle, WA

2004 – present

Board of Directors – President

Chair of the board of directors, driving strategic vision for the organization. Key committees include Communications/Marketing, Finance, and Operations.

Volunteer

Former chair the curriculum committee to design and implement Community Leadership Program training sessions. Key contributions include financial and strategic oversight, curriculum design, workshop facilitation, and fundraising.

SEATTLE WORKS – Seattle, WA

2004 – present

Board of Directors – Treasurer

Treasurer of the board responsible for a budget of approximately \$500,000. Initiated conversations to move the organization towards social media initiatives. Also served on Communications, Strategic Planning, and Finance committees.

Volunteer

Community service team leader and member. Former civic programming facilitator.

INTERNATIONAL DISTRICT HOUSING ALLIANCE – Seattle, WA

2006 – 2008

Volunteer

Consulted on program evaluation of environmental justice youth program with a focus on its community building aspects. Also provided guidance regarding a community building initiative focused on neighborhood asset identification and social network analysis

EDUCATION

CERTIFICATE IN DATABASE MANAGEMENT

2005

University of Washington Extension – Seattle, WA

CERTIFICATE IN NONPROFIT MANAGEMENT

2002

University of Washington Extension – Seattle, WA

BACHELOR OF ARTS – AMERICAN STUDIES

1999

Carleton College – Northfield, MN

Focused on the intersection of media studies, political science and Asian American Studies.

**CITIZENS TELECOMMUNICATIONS AND TECHNOLOGY
ADVISORY BOARD (CTTAB)**

January 2011

10 members: All subject to City Council confirmation, 2-year terms for 9 positions, 1-year term for Get Engaged position

- 3 At Large Appointed by Council
- 3 At Large Appointed by Mayor
- 1 Education Appointed by Mayor
- 1 Get Engaged Appointed by Mayor
- 1 Public Access to Appointed by Mayor
 Telecommunications

D	Name	Appointed	Term Ends	Term #	Position	Appointed By
(6) M	Ted Schmitt	1/1/09	1/01/13	2nd	Chair, At Large	Council
(6) M	Robert Dolin	1/24/11	1/01/13	1st	At Large	Council
(1) M	Brian Hsi	1/24/11	1/01/13	1st	At Large	Council
(3) F	Roni Ayalla	1/24/11	9/30/11	1st	Get Engaged	Mayor
(6) M	Stacey Wedlake	1/24/11	1/01/13	1st	Education	Mayor
(6) F	Karen Manuel	1/1/09	1/01/13	2nd	Public Access	Mayor
(6) F	Marina Martin	1/24/11	1/01/13	1st	At Large	Mayor
(6) M	Eric Koester	1/24/11	1/01/13	1st	At Large	Mayor
(3) M	Daniel Carrillo, Jr.	1/1/10	1/01/13	2nd	At Large	Mayor
(6) M	Will Pugh	3/10/08	1/01/12	2nd	Vice Chair, At Large	Council

Diversity

	Men	Women	Vacant	Minority	(1) Asian- American	(2) African- American	(3) Hispanic Latin	(4) Native- American	(5) Other	(6) Caucasian
Mayor	2	4		2			2			4
Council	4			1	1					3
Other Bodies										
<i>Total</i>	<i>6</i>	<i>4</i>	<i>0</i>	<i>3</i>	<i>1</i>	<i>0</i>	<i>2</i>	<i>0</i>		<i>7</i>

Dear Ms. Schultz,

I am writing in regards to the opportunity to serve on the Citizens' Telecommunications and Technology Advisory Board (CTTAB). I believe that I am well qualified for this role because of my experiences from both a professional and volunteer standpoint. When I first started working with online communities in 1999, it became clear to me how powerful that technology could be not only for businesses but also every day citizens. I wondered then, and still wonder now, why can't government do that? I am interested in serving on the CTTAB for three main reasons.

First, the serving on the board combines together my passion for civic involvement with my experience in technology. Second, I believe I can add value in this space. And last but not least, I believe this is the best way for me "to be a good citizen" for my country.

The aspect of serving with the CTTAB that most excites me is the intersection of technology and civics. For me, civic involvement is a natural extension of my professional life in technology.

While there are indeed differences between communities and networks online compared with those offline, I certainly try to apply my learning from one to help the other. Volunteering has certainly helped me refine approaches with networks online, just as my professional life has helped my civic life offline. For years I have been looking to strike the right balance between technology and civic engagement -- this opportunity to serve on the board seems to balance just that.

I am also interested in this board position because I believe I have a lot to offer. My tenure in the community space notwithstanding, I think my specific experiences with games and agile product management can be a valuable asset for the CTTAB which has to interface with the community while understanding the technical landscape at the same time. Having a solid understanding of what makes an experience fun can make the process of interacting with government more enjoyable. Additionally, my experience in product management can help identify the core needs of not just government, but also its citizens when it comes to technology decisions.

Lastly, I am interested in serving on the CTTAB because I believe this is the best way for me "to be a good citizen." What do I mean by that? Well, my father, an immigrant to the United States, would always tell me and my brothers that it didn't matter if we were rich or famous. Instead, his measure of success was whether or not we were "good citizens." Of course, he never explained what that actually meant, nor did I ask at the time during my formative years. What is interesting though is that my brothers and I have all taken a path of service in our own ways. They are active in a lot of workers' rights and housing issues in New York City. I am actively involved in getting more people to engage in civic life with organizations such as Seattle Works, the Asian Pacific Islander Leadership Foundation, and the International District Housing Alliance. The opportunity to serve on the CTTAB provides additional opportunities for me to get more people involved with their government and civic life. I can think of no better way "to be a good citizen," as my father would say, than to get more people actively engaged.

Attached you will find my resume. Thank you for your time in considering me as an advisory board member. If you have any questions, do not hesitate to ask.

Sincerely,

MEMORANDUM

Date January 5, 2010
To The Honorable Richard Conlin
President, Seattle City Council
From Councilmember Bruce Harrell
Subject Council and Mayoral Appointments to Citizens Telecommunications and Technology Advisory Board (CTTAB)

The Citizens Telecommunications and Technology Advisory Board (CTTAB) is charged with studying and making recommendations to the Mayor and the City Council on issues of community-wide interest relating to telecommunications and technology, promoting affordable access to and use of telecommunications and technology, fostering citizen participation in decision making, and evaluating the effectiveness of telecommunications and technology policies and programs. The Commission was established in 1995 and is composed of ten members with six mayoral and four At Large council appointments. The mayoral appointments include three At Large positions, one Education representative, one Public Access to Telecommunications position, and one Get Engaged program participant.

We are happy to forward to the Council the following reappointment and two new At Large appointments to the CTTAB. The terms of the appointees will end on January 1, 2013. The new appointments carry with them the possibility of renewal. The reappointment will end on January 1, 2013 and cannot be renewed.

Name	Term Ends	Position	Appointed by	Succeeding
Ted Schmitt	01-01-13	At Large	Council	Reappointment
Robert Dolin	01-01-13	At Large	Council	Fran Clifton
Brian Hsi	01-01-13	At Large	Council	Tom Kee

The appointment bios for appointees are as follows:

Proposed Council appointees

Ted Schmitt

Ted Schmitt is the incoming 2011 Chair of CTTAB and is being put forward for reappointment. He is a Senior Program Manager with 25 years professional experience at technology companies from start-ups to very large corporations. His education includes Bachelor's degrees from Purdue University in Electrical Engineering and German Language and Literature and a Master of Arts from George Washington University in International Science and Technology Policy. Ted was a Program Officer at the National Academy of Science Computer and Telecommunication Board for 4 years. Prior to that, he was Business Development manager for

The Honorable Richard Conlin
January 5, 2011
Page 2

several startups. Ted worked and studied in Germany and Sweden for over 5 years. He started his career as a computer engineer with IBM and was awarded two patents for his work. Ted currently works for Vulcan, Inc, has lived in Seattle for 4 years and resides in Fremont.

Robert Dolin

Rob is a Program Manager for Microsoft's Windows Live team, and in the last five years, he has worked on integrating social networking functionality from other services with Messenger and Hotmail. His previous work on Microsoft Publisher has also included accessibility features. He has additional experience as online editor of the Daily Illini. Rob has been active in the King County Democrats and has also coded a blog, calendar and volunteer-tracking system for them. He has a B.S. in Civil Engineering and Graduate Certificate in User-Centered Design. Rob is a downtown resident.

Brian Hsi

Brian is a social web strategist and is currently a Product Manager at Classmates.com. He has previous experience in online communities and social media product planning at Microsoft, and at Participate Systems (now Outstart) where he worked with clients including MSN Games, Careerpath and AT&T WorldNet. Brian has been Board President of the Asian Pacific Islander Community Leadership Foundation, in addition to serving earlier as the Board Treasurer for Seattle Works. His volunteer experience also includes program evaluation consultation for the International District Housing Alliance, a 2007 Technology Matching Fund recipient. Brian is a Judkins Park resident.

Attachments: Notice of appointments
Resumes
Current roster

Copy: David Keyes, Staff Liaison, Department of Information Technology
Wayne Barnett, Executive Director, Ethics and Elections Commission
Tania María Rosario, Boards and Commissions