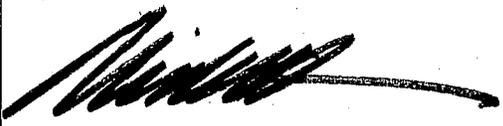


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# City of Seattle

## Notice of Appointment

<b>Name:</b>  Jiawen Shi		<input type="checkbox"/> Executive Appointment <input type="checkbox"/> Reappointment <input type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input checked="" type="checkbox"/> PDA Constituency
<b>Residential Neighborhood:</b>  Seattle	<b>Zip Code:</b>  98119	<b>Contact Phone No.:</b>  206-372-8593
<b>Appointed to:</b>  Member		<b>Date of Appointment:</b>  12/14/11
<b>Authority (Ord., Res.):</b>  SMC 3.110		<b>Term of Office</b> <b>From:</b> 12/14/11 <b>To:</b> 12/31/15
<b>Background:</b> <p>Jiawen Shi is a sales executive with SDL's Social Intelligence division. Prior to SDL, Ms. Shi spent eight years in the Finance industry, most recently as a portfolio Manager for Empirical Wealth Management. She also worked with MyArtMatch.com, a start-up endeavor matching up costumers to relevant art. There, she was the marketing manager working directly with the CEO to develop Go-to-Market initiatives.</p> <p>Ms. Shi is very active in the local community. She currently serves on the Seattle Art Museum's ReGroup Advisory Board and was a member of Board Directors of Seattle Opera Bravo! Club. Ms. Shi graduated magna cum laude from Linfield College with a Bachelor of Science degree in finance and Computer Science.</p> <p>Ms. Shi was initially elected to the Council to complete Joyce Pisanant's term. This appointment will be considered Ms. Shi's first term.</p>		
<b>Authorizing Signature:</b> 		<b>Name and Title of Officer Making Appointments:</b>  Mike Omura, Chair



# Jiawen Shi

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## SUMMARY

Results-oriented professional with effective combination of key stakeholder communication and interface ability, time management, business strategy development and problem-solving skills. More than nine years experience, strengths include executive presence, organizational follow-through, and ability to work with all levels of interorganizational employees and external customers. Additional areas of demonstrated value include:

- Relationship and partnership building
- Quantitative and strategy analysis
- Analyzing issues and implementing effective solutions
- Negotiating and closing deals
- Strong written and oral communications
- Fluent in Mandarin Chinese and Shanghaiese
- Conversational in Russian

## EXPERIENCE

### **MyArtMatch.com**

#### *Marketing Manager*

2011 – Present

- Develop and excute all marketing plans, strategies and projects.
- Work closely with CEO on indentifying potential investors and partipate in pitch meetings.
- Evaluate and pursue partnership, corporate sponsorship and outreach activities.
- Collaborate with senior team members on website design, launch and site enhancement.
- Conduct customer understanding initiatives and analyze site traffic trends to identify areas for improvement of the website, and implement needed changes.
- Create and make final decisions on early stage brand identity, logo, and tagline.
- Raise brand awareness through pitches to press, interviews with bloggers, and various social media tools.

### **Empirical Wealth Management, LLC (spun off from Chinook Capital Management)**

#### *Portfolio Manager*

2006 – 2010

Promoted from Associate to Department Manager within four years based on consistent outperformance of goals. Directly contributed to the growth of the company - total assets under management (AUM) grew by more than tenfold within four years; quadrupled employee numbers for the asset management department. Built the firm's presence in the Asian Pacific (especiall Chinese) community by establnishing myself as a financial transtation specialist and community leader.

- Constructed and implemented comprehensive investment plans catered uniquely to each client's needs.
- Managed a \$100 million investment portfolio utilizing Axys, Tamrac (overlay portfolio management), Citrix, ACT! and Schwab Institutional trade platform.
- Provided clients with full range of wealth management services including tax management, insurance coverage, retirement planning, debt management, and estate planning.
- Created, presented and hosted educational seminars and conferences to existing and prospective clients.
- Led team in producing and distributing "Successful Investing" radio show aired in Portland, Seattle and Anchorage.
- Represented the firm at major regional and national industry conferences.

## **Chinook Capital Management, LLC**

### ***Assistant Portfolio Manager***

2003 – 2006

- Performed detailed risk tolerance analysis and made recommendations to corporate and individual clients.
- Managed quarterly rebalance of all discretionary accounts and trade execution.
- Evaluated client service experience and proposed adjustments to maximize client satisfaction: increasing client retention rate by 26%.
- Facilitated monthly investment committee meetings to roadmap firm strategy.
- Conducted research for and contributed articles to the company quarterly newsletter.

### ***Associate***

2002 – 2003

- Assisted Regional Vice President with prospecting high net worth clients.
- Managed client performance reporting and quarterly mailing of reports.
- Designed and produced firm marketing materials.
- Created high-net-worth clients database for the Northwest region.

## **Nike Inc.**

2001

### ***Nike Supply Chain IT Intern***

- Designed a multi-department intranet web portal used to enhance Nike Supply Chain management.
- Led team in consumer interest research project for Nike U.S.A Marketing Intern Partnership Program.
- Presented strategic marketing plan to Nike senior marketing management team.

## **EDUCATION**

- **Linfield College, McMinnville, Oregon**  
Bachelor of Science: Finance and Computer Science  
Graduated **Magna cum Laude**

## **CREDENTIALS and HONORS**

- NASD Series 65 license
- Linfield College Business Academic Achievement Award (Formerly Wall Street Journal Award)
- Software Association of Oregon Outstanding Senior in Computer Science Award
- National Academic Honor Society, Alpha Lambda Delta
- National Honor Society in Business Administration, Delta Mu Delta

## **ACTIVITIES**

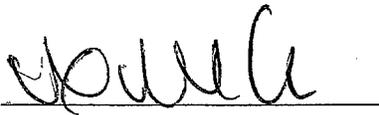
- Elected Executive Council member of Seattle Chinatown International District Preservation and Development Authority (SCIDpda)
- Seattle Art Museum ReGroup Advisory Board
- Elected member of Board of Directors, Seattle Opera BRAVO! Club

**Resolution 11-12-14-03**

**RESOLUTION OF SEATTLE CHINATOWN INTERNATIONAL  
DISTRICT PRESERVATION AND DEVELOPMENT AUTHORITY**

We, the Seattle Chinatown International District Preservation and Development Authority Council, affirm the election of Jiawen Shi by the Constituency to the SCIDpda Council.

Ms. Shi was originally appointed to complete the term of a Council member who resigned mid-term. This is Ms. Shi's first election and first term on the SCIDpda Council.



Council Chair



Date



Council Vice Chair



Date

## Chinatown-International District Preservation And Development Authority (SCIDPDA) Council, Seattle

*April 2012*

The Council shall be composed of no fewer than twelve (12) members and no more than seventeen (17) members: Per Seattle Municipal Code (SMC) 3.110; all subject to City Council confirmation, 4-year terms

- 4 (one each year) Appointed by Mayor
- Up to 9 (two each year) Appointed by SCIDPDA Council
- 4 (one each year) Appointed by Constituency

D*	G	Name	Appointed	Term Ends	Term #	Position	Appointed By
1	M	David Namura	08/04/09	12/31/11	1	Vice Chair	Constituency
1	F	Josephine Tamayo Murray	10/14/09	12/31/13	1	Member	Constituency
1	F	Karen Yoshitomi	08/12/09	12/31/12	1	Member	Constituency
1	F	Jiawen Shi	12/14/11	12/31/15	1	Member	Constituency
1	M	Michael Wu	01/14/09	12/31/12	2	Past Chair	Council
1	M	David Chang, MD	10/13/10	12/31/14	1	Treasurer	Council
1	F	Jennifer Phang	5/12/10	12/31/14	1	Member	Council
1	M	Omura, Michael	10/14/09	12/31/13	1	Chair	Council
1	F	Rita Brogan	10/13/10	12/31/14	1	Member	Mayor
1	M	Yasui, Scott	2/10/10	12/31/13	1	Member	Mayor
		<b>Vacant</b>					Mayor
		<b>Vacant</b>					Mayor

### \*Diversity

	Men	Women	Vacant	Minority	(1) Asian- American	(2) African- American	(3) Hispanic Latin@	(4) Native- American	(5) Other**	(6) Caucasian
<b>Mayor</b>	1	1	2	2	2	0	0	0	0	
<b>SCIDpda Council</b>	3	1	0	2	2	0	0	0	2	
<b>Constituency</b>	2	2	0	3	3	0	0	0	0	
<b>Total</b>	6	4	0	9	9	0	0	0	2	

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

## SCIDpda COUNCIL MINUTES

December 14, 2011

Legacy House

Seattle, WA

**Members Present:** Michael Wu, Albert Shen, David Chang, Jiawen Shi, Karen Yoshitomi, Mike Omura, Rita Brogan, Scott Yasui, Jennifer Phang

**Staff Present:** Maiko Winkler-Chin, Vern Wood, Paul Mar, Tommy Tomlinson, Joyce Pisanant, Marilyn Kreft, Randy Rydel, Barbara Cole, Michael Yee

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### 1. Call to Order

The meeting was called to order by Michael Wu at 5:21 pm

### 2. Items Requiring Council Action/Approval

- a. **Resolution 11-12-14-01:** We, the Seattle Chinatown International District Preservation and Development Authority Council, approve the October and November, 2011 Expenditures Reports.

Moved: Albert Shen  
Seconded: Jennifer Phang  
Council approved unanimously

- b. **Resolution 11-12-14-02:** We, the Seattle Chinatown International District Preservation and Development Authority, affirm the election of David Namura to the SCIDpda Council.

- c. **Resolution 11-12-14-03:** We, the Seattle Chinatown International District Preservation and Development Authority, affirm the election of Jiawen Shi to the SCIDpda Council

Moved: Rita Brogan  
Seconded: Mike Omura  
Council approved unanimously

### 3. 2012 Budget Presentation

David Chang recognized the work of the Finance Committee and PDA staff in preparing the budget. Vern Wood presented the 2012 budget. She covered the extensive revisions necessary for the Legacy House facility budget due to expected changes to the state budget and various measures before the state legislature in Olympia. Tommy Tomlinson covered the various changes in more depth. Michael Yee spoke to the various grants submissions for IDEA Space and SCIDpda fundraising efforts. After a brief discussion the budget was put to a vote for approval.

**Resolution 11-12-14-04:** We, the Seattle Chinatown International District Preservation and Development Authority, approve the 2012 Budget.

Moved: Rita Brogan  
Seconded: Jennifer Phang  
Council approved unanimously

### 4. Management Report

Vern Wood reviewed the monthly financials and spent some time reporting on segments of the reports including property management, and fundraising. Barbara Cole spoke to commercial unit activity and Michael Yee covered various grants.

### 5. Election of 2012 Slate of Officers

The following slate of officers was presented for consideration: Mike Omura, Council Chair; David Namura, Vice Chair; David Chang, Treasurer and Michael Wu, Past President and Executive Committee. Rita Brogan graciously accepted the nomination for Secretary.

**Resolution 11-12-14-05** We, the Seattle Chinatown International District Preservation and Development Authority, approve the proposed slate of officers for 2015.

Moved: Scott Yasui  
Seconded: Albert Shen  
Council approved unanimously

**6. Departmental Updates**

Paul Mar followed up on various action items from the annual Council retreat. Joyce Pisanont provided an update on various ongoing projects in the neighborhood, including the Canton and Maynard Alleys, a proposed development in Little Saigon, the International Children's Park and the ID storefronts.

**7. Director's Report**

Maiko Winkler-Chin spoke about the PDA's involvement in the Gingerbread Jubilee hosted by Impact Capital. Although the PDA came in second in the competition it did not reflect badly on the PDA. She thanked the Finance Committee for their in depth review and discussion of the 2012 budget. There was also an update on the upcoming meeting with the Deputy Mayor regarding the location of the spur line in the neighborhood.

**8. Interlm CDA**

Hyeok Kim and Joel Ing spoke to the merger between Interlm and IDHA. They covered the history of the organizations and shared their vision for future collaborations and projects.

**9. Recognition of Albert Shen's tenure on the Council**

After eight years on the SCIDpda Council, Albert Shen is stepping down. Maiko provided a recap of Albert's accomplishments as a Council member and thanked him for his contributions over the years.

**10.** Michael Wu adjourned the meeting at 6:52 pm.