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CITY CLERK

City of Seattle
Notice of Appointment

Name: **Michael Rawding**		☒ **Executive Appointment** ☐ **Legislative Appointment** ☐ **Agency Appointment** ☐ **PDA Council** ☐ **PDA Constituency**
Residential Neighborhood:	**Zip Code:**	**Contact Phone No.:**
Appointed to: Economic Development Commission		**Date of Appointment:** 2/5/2013
Authority (Ord., Res.): Council Bill 117680		**Term of Office:** **From:** Confirmation **To:** February 28, 2014
Comments: **Founding Principal, Deerhorn Advisors**		
Authorizing Signature:		**Name and Title of Officer Making Appointment:** Mayor Mike McGinn

Form last revised 2/21/08

Michael Rawding
2012

Michael Rawding is currently founding Principal of **Deerhorn Advisors**, a boutique consultancy focused on cross border activities between US and Asia. **Deerhorn Advisors** specializes in providing strategic guidance and advisory services to US based companies entering or operating in Asia and Asian companies interested in the US market. Rawding is also currently a Senior Advisor with **Prometheus Asia**, a high-end advisory delivering China focused cross-border services.

Prior to founding Deerhorn, Rawding spent more than 16 years with **Microsoft,** where he held a variety of senior management positions. During his tenure, Rawding spent 7 years in Asia, including 3 as the **President and CEO of Microsoft Greater China** in Beijing, 2 years as **President and CEO of Microsoft Japan** and 2 years as **President and CEO of Microsoft Asia** from Tokyo. In his first 5 years at Microsoft, Rawding held several roles focused on building the company's presence in enterprise computing, with emphasis on industry specific strategy and execution

Rawding is currently the Vice Chairman of the **Washington State China Relations Council,** a non-profit association dedicated to promoting stronger commercial, educational, and cultural ties between Washington State and the People's Republic of China. He also serves on the boards of the **Monterey Institute of International Studies,** an internationally focused professional graduate school; and **Town Hall Seattle,** a community culture center offering a broad program of music, humanities, civic discourse, and world culture events.

Rawding has dual bachelor's degrees in Political Science and German from **Middlebury College,** Middlebury, VT. He is fluent in German and conversational in Mandarin and French.

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MICHAEL RAWDING *206.399.3127*

michael@deerhornadvisors.com

OBJECTIVE

To apply my global experience and executive management capability to an enterprise that is pursuing lasting business excellence and meaningful impact in the communities in which it operates

SUMMARY OF QUALIFICATIONS

- Broad global experience leading large diverse organizations towards sustainable long term advantage
- Intimate understanding of interplay between business, policy and external stakeholder engagement
- Articulate communicator able to deliver compelling messages to internal and external audiences
- Convicted, inspirational leader and highly effective collaborator

PROFESSIONAL EXPERIENCE

Deerhorn Advisors, Seattle, WA **2009 – Present**

Founding Principal

- Boutique strategic advisory firm focused on enhancing collaboration between US and Asia
- Represent diverse set of clients from both US and Asia across multiple business sectors

Microsoft Corporation, Redmond, WA **1993 - 2009**

Vice President, Unlimited Potential Group *2007 - 2009*

- Spearheaded new incubation effort focused on emerging markets through focused products, solutions and business models with triple bottom line targets
- Led all Strategy, Business Development, Product Management, and Field Execution Functions

Vice President, Special Projects, Corporate Affairs *2006 - 2007*

- Developed cross-company strategies in the areas of Disaster Response and Environmental Sustainability
- Married products, partnerships and internal V-Team with global outbound engagement processes to build sustainable, differentiated company assets

CVP, MSN Global Sales & Marketing *2005 – 2006*

- Led all Advertising Sales, Marketing and International Subsidiaries for 2BN+ online division
- Established global business rhythm, and rolled out streamlined sales & marketing processes

CVP, President & CEO, Japan *2003 – 2005*

- P&L Management for largest subsidiary representing $2BN in Revenue and 1500 employees
- Executed successful turnaround and was awarded Top Subsidiary Award in 2004 – 2005

CVP, President & CEO, Asia Region *2001 - 2003*

- P&L Management across 18 Subsidiaries representing $3BN+ in Revenue and 3,000+ employees
- Proactively optimized geographic structure to enable more effective focus on China and Japan

Microsoft Corporation (cont'd)

GM, President & CEO, Greater China Area *1998 – 2001*

- P&L Management across China, Hong Kong and Taiwan
- Tripled Business Results in three years and promoted to run Asia Region

Various Roles in Industry Sales & Marketing *1993 – 1998*

- Rolled out new global sales & marketing organization focused on application platform opportunity
- Led Industry Sales & Marketing team

Unisys Corporation, Blue Bell, PA & New York, NY **1988 - 1993**

Product Manager, Retail Banking Product Group *1992 – 1993*

- Successfully launched new client-server retail banking solution
- Responsible for Europe Region and Pricing Strategy

Account Management, New York Financial Branch *1988 – 1992*

- Led Global Account team for Citibank
- Surpassed quota 3 out of 4 years

Interdevelopment, Inc. **1986 - 1988**

Associate

- Boutique management consulting firm focused on US – Euro Cross Border Technology Transfer

OTHER AFFILIATIONS

- Vice Chairman, **Washington State China Relations Council** - a non-profit association dedicated to promoting stronger commercial, educational, and cultural ties between Washington State and the People's Republic of China.
- Board Member, **Town Hall Seattle** -a community culture center offering a broad program of music, humanities, civic discourse, and world culture events
- Board of Governors, **Monterey Institute of International Studies,** Monterey CA - an internationally focused professional graduate school

EDUCATION

- BA, German and Political Science, **Middlebury College,** Middlebury VT **1986**

ECONOMIC DEVELOPMENT COMMISSION

15 members: Per *Council Bill 117680,* all subject to City Council confirmation, one-year terms.

- *7* Appointed by City Council
- *8* Appointed by Mayor

D*	G	Position No.	Name	Appointed	Term Ends	Term #	Position	Appointed By
6	M	1	Chris DeVore	2/5/2013	2/28/2014	1		Mayor
6	F	2	Maud Daudon	2/5/2013	2/28/2014	1		Council
6	F	3	Dr. Jill Wakefield	2/5/2013	2/28/2014	1		Mayor
6	F	4	Christine Hanna	2/5/2013	2/28/2014	1		Council
6	M	5	Michael Rawding	2/5/2013	2/28/2014	1		Mayor
6	M	6	Ken Willman	2/5/2013	2/28/2014	1		Council
2	F	7	Tanya Jimale	2/5/2013	2/28/2014	1		Mayor
6	M	8	Rob Mohn	2/5/2013	2/28/2014	1		Council
6	F	9	Sarah Patterson	2/5/2013	2/28/2014	1		Mayor
3	M	10	Chris Rivera	2/5/2013	2/28/2014	1		Council
6	M	11	Dave Freiboth	2/5/2013	2/28/2014	1		Mayor
6	M	12	Michael Young	2/5/2013	2/28/2014	1		Council
6	M	13	Alan Nay	2/5/2013	2/28/2014	1		Mayor
		14	Vacant					Council
1	M	15	Brad Tong	2/5/2013	2/28/2014	1		Mayor

***Diversity**

	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic Latino	(4) Native-American	(5) Other**	(6) Caucasian
Mayor	5	3	0		1	1				8
Council	4	2	1				1			7
Total	*9*	*5*	*1*		*1*	*1*	*1*			*15*

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