City of Seattle
Notice of Appointment

Name: **Tina Podlodowski**		☒ **Executive Appointment** ☐ **Reappointment** ☐ **Legislative Appointment** ☐ **Agency Appointment** ☐ **PDA Council** ☐ **PDA Constituency**
Residential Neighborhood: Queen Anne	**Zip Code:** 98119	**Contact Phone No.:** (206) 727-2880
Appointed to: Community Police Commission		**Date of Appointment:** January 14, 2013
Authority (Ord., Res.): Per US DOJ Settlement Agreement, Mayoral Executive Directive 02-2012, and Council Ordinance 124021		**Term of Office:** **From:** Confirmation **To:** December 31, 2016

Background:

Tina Podlodowski is a former Microsoft manager and Seattle City Councilmember. In 1999, as a Seattle City Councilmember, she negotiated and authored the legislation to create the original Office of Professional Accountability, "OPA," to receive and investigate complaints of misconduct by Seattle Police Department personnel. She currently manages the Social Marketing and Public Affairs Practice for Porter Novelli in Seattle.

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CITY CLERK

Authorizing Signature:	**Name and Title of Officer Making Appointment:** Michael McGinn, Mayor

Tina Podlodowski

PROFESSIONAL EXPERIENCE

Porter Novelli, February 2010 to present, Seattle, WA
Senior Vice-President, Health and Social Innovation.
Provide leadership and direction for Public Affairs, Health and Social Marketing Clients, including management of the overall practice. Directs all aspect of public relations, advocacy, and communications strategies for clients including Group Health Cooperative, Western Governors University (Washington and Texas), The Centers for Disease Control Office of Environmental and Public Health, the Association of State and Territorial Health Directors (ASTHO) and the National Association of City and County Health Officials (NACCHO).
• Developed diverse local and national campaigns related to brand repositioning, product launches and social innovation in such areas as environmental sustainability, on-line education, Medicare, patient health care empowerment, childhood immunizations and disaster preparedness, respectively. Skilled at developing targeted communication for a variety of audiences, primary and secondary audience research, social marketing and social media plans, plus crisis communication protocols.
• Developed and implemented advocacy and crisis communication plans for clients such as Grist, Dale Chihuly and Chihuly Studios, Talaris Learning and the Washington State Department of Licensing and Industries.
• Expertise in environmental and sustainability issues – currently provided strategic brand and communications counsel for HP's on environmental goals, programs and partners, including ties to the successful animated feature, The Lorax.

Big Brothers Big Sisters of Puget Sound, June 2007 –December 2009, Seattle, WA
President and CEO
Created, led and managed a growth and expansion effort to revitalize Big Brothers Big Sisters of Puget Sound into the largest mentoring organization in the Puget Sound region, and one of the ten largest BBBS affiliates in the country. BBBSPS matches "Bigs" and "Littles" in a structured multi-year mentoring program. 85% of the children matched live at or below the poverty line, many with incarcerated parents or family members.
• In 2008 BBBSPS was named both a Gold Agency and a Quality Agency by BBBS Of America – a first for the agency in both categories in its 50-year history. As a Gold Agency, BBBSPS exceeded all national performance standards for the over 400 BBBS affiliates – only 1 of 17 agencies to do so. As a Quality Agency, BBBSPS exceeded all national performance standards for match length and quality of matches – again, only 1 of 17 agencies to do so. BBBSPS was only one of two BBBS agencies in the country to receive both awards in 2008.
§ Created and implemented a major rebranding effort for the 50-year-old agency, the Be BIG! Campaign. This included new agency strategy, logos, colors and taglines, and consistent agency messaging following a communication plan with constituent group targets. Added social media efforts including Raiser's Edge Net Community, and a presence on various blogs, Twitter, Facebook and YouTube. Media and community presence and awareness of BBBSPS grew tenfold, resulting in a 16% increase in donations to the agency, and doubling the number of corporate and foundation sponsors.

Lifelong AIDS Alliance, March 2004 – May 2007, Seattle, WA
Executive Director
Managed the nations' sixth largest AIDS Service Organization (ASO), caring for 5,500 people in Seattle and King County, and providing insurance continuation services and Medicaid and Medicare assistance for thousands more in the State of Washington. Returned the agency to "profitability" after five years "in the red" and increased agency revenues from $8M to $15M, while maintaining a 13% overall administrative rate.
§ Demonstrated fundraising leadership by cultivating and securing the largest-ever agency gifts from a bequest ($1.3M), a foundation ($500K) and an individual ($100K), as well as the single largest government contract through the State of Washington Department of Health at $5.8M. Increased the agency's single largest fundraiser – the AIDS Walk – from $340K in revenue in 2003, to $850K in revenue in 2006. Doubled the number of corporate and foundation sponsors.
§ Increased reach and scope of prevention and education efforts by doubling the delivery of our safer-sex messages to over 380,000 in 2006. Increased City of Seattle Funding for MPowerment, our acclaimed at-risk youth program, and added additional AOD Services. Increased the outreach of our Positive Choices Program beyond the GLBT community, to communities of color, immigrant communities and heterosexual populations. Successfully implemented the largest AIDS Lobby Day in agency history, with 300 activists from 42 of Washington's 49 Counties attending and meeting with the state representatives in Olympia.

PodVentures LLC, July 2000 – December 2003, Seattle, WA
Principal and Founder
Founded an investment and consulting company focused on assisting early stage businesses, non-profit organizations and individual senior managers.
§ Served as an investment partner and advisor for Bold New World Investments, PlanetOut Partners, the Women's Sports Network and various emerging businesses in the Seattle area.

Seattle City Council, January 1995 – January 2000, Seattle, WA
Councilmember
Won a four-year term to an at-large seat on the Seattle City Council with 65% of the popular vote. Represented the needs of 550,000 constituents.
Chair, Public Safety Health and Technology Committee
§ Oversaw all policy and budget responsibilities for the Police and Fire Departments, as well as Municipal Courts and the Seattle's share of the Seattle/King County Department of Public Health. This comprised 2500 employees, hundreds of city initiatives and programs and a total combined budget of $650 million.
§ Created the original Office of Professional Accountability, "OPA", to receive and investigate complaints of misconduct by Seattle Police Department personnel. The responsibilities of the OPA included the following areas: regularly advising the Chief, as well as the Mayor and City Council, on all matters involving the Police Department's investigatory and disciplinary functions; recommending policy to the Chief of Police, the Mayor, and the City Council on various issues concerning the professional standards of the Police Department; evaluating the internal investigation process; and, making recommendations on strategies and policies to improve complaint gathering and investigative procedures.
§ Championed the complete redevelopment and modernization of the City's financial

management system, an effort that saved Seattle nearly $30 million. This effort became a case study at Harvard's Kennedy School of Government in effective change management. Brokered a groundbreaking deal between the City and AT&T regarding open access to high-speed Internet services and the introduction of cable-based telephone service for Seattle. Authored consumer protection legislation that served as a national model, the "Cable Customer Bill of Rights".
Chair, Neighborhoods and Neighborhood Planning Committee
§ Completed 37 different citizen-based neighborhood plans detailing priorities in growth, economic development, land use, transportation and parks. This effort brought together thousands of Seattle citizens in hundreds of meetings and public hearings to better understand the diversity and needs of our neighborhoods, and build on our strengths for the future.
§ Enacted three watershed pieces of legislation ensuring basic rights for all people: 1) the "Equal Benefits Ordinance" requiring companies contracting with the City of Seattle to extend equal benefits to domestic partners, 2) legislation to protect gender identity under all of the City's non-discrimination laws, and 3) the "Fair Employment Ordinance," to fight discrimination in any workplace in Seattle, regardless of size.
§ Served on the boards of the Association of Washington Cities and the Puget Sound Regional Council and worked with organizations including the Greater Seattle Chamber of Commerce and United Way to help promote understanding of both neighborhood and diversity issues.

CITIES Technology and Literacy Project, 1993 – 1995, Seattle Central Community College, Seattle, WA
Co-Founder, with Dr. Constance Rice and Patty Stonesifer
Created programs and curriculum dedicated to bridging the digital and literacy divides in Seattle's communities of color.

Washington Citizens for Fairness, January 1993 – January 1994, Seattle WA
Staff Director
§ Mobilized statewide voter effort against discriminatory initiative campaign.

Microsoft Corporation, November 1985 – March 1992, Redmond, WA
Senior Manager
Director and General Manager, Microsoft University, 1991 – 1992
§ Managed 11 different locations around the U.S., a group of 150, and a budget of $15 million. Returned the long-underperforming MSU subsidiary to profitability in less than one year.
International Marketing Manager, 1990 – 1991
§ Developed and implemented the successful launch of Windows 3.1, SQL Server and LAN Manager with Microsoft's European subsidiaries.
Regional Corporate Sales Manager, 1986 – 1990
§ Launched and managed Microsoft's East Coast corporate sales offices in New York, Boston, Washington DC and Atlanta, creating a $150 million revenue stream in three years with 80 employees.
§ Top performing sales manager in the United States in 1988 and 1989.
Product Marketing Manager, 1985 – 1986
§ Product Manager for Microsoft Word 3.0.

VOLUNTEER AND PHILANTHROPIC EXPERIENCE

§ Seattle Academy of Arts and Sciences, Major Gifts Co-Chair and Board Member, 2007 to 2011 Seattle, WA

§ Daniel J. Evans School of Public Affairs, Visiting Committee, 2000 to 2006, UW, Seattle, WA

§ Human Rights Campaign, Founder of FamilyNet and Board Member, 1999 – 2002, Washington, DC

§ WHERE (Women for Health Care Reform and Equity), Advisory Board, 1996 – 2000, Seattle, WA

§ National Gay and Lesbian Task Force, Board Member, 1997 – 1999, Washington, DC

§ Outgiving Philanthropy Conference, Co-Chair, 1995 – 1997, Denver, CO

§ Pride Foundation, Board Chair, 1993 – 1995, Seattle, WA

AWARDS, PUBLIC SPEAKING AND PUBLICATIONS

§ 2007 Spirit Award Winner, Urban League of Metropolitan Seattle

§ 2006 Puget Sound Business Journal "Woman of Influence"

§ Featured speaker at Northwest Development Officer's Conferences (NDOA).

§ Guest Lecturer at the University of Pennsylvania, University of Washington and Evergreen State College.

§ Political and philanthropic work profiled in the New York Times, the Washington Post, the Independent (London), Le Figaro (Paris), People and Vanity Fair.

§ Appeared on CNN and the ABC Nightly News and featured on NPR, BBC Television and Radio, Canal Plus Television in France and German Public Radio.

EDUCATION

University of Hartford, 1978 – 1982, Hartford, CT
Bachelor of Science, Computer Engineering

Community Police Commission

January, 2013

15 members: Per US DOJ Settlement Agreement, Mayoral Executive Directive 02-2012, and Council Ordinance 124021, all subject to City Council confirmation, 3-year terms

- 15 Appointed by Mayor

D*	G	Position No.	Name	Appointed	Term Ends	Term #	Position	Appointed By
3	F	1	Claudia D'Allegri	1/14/2013	12/2016	1	Southwest Precinct	Mayor
6	F	2	Lisa Daugaard	1/14/2013	12/2016	1	West Precinct	Mayor
6	M	3	William Hobson	1/14/2013	12/2016	1	South Precinct	Mayor
4	M	4	Jay Hollingsworth	1/14/2013	12/2016	1	South Precinct	Mayor
6	F	5	Kate Joncas	1/14/2013	12/2016	1	North Precinct	Mayor
6	M	6	Joseph Kessler	1/14/2013	12/2016	1	Southwest Precinct/SPD	Mayor
1	F	7	Diane Narasaki	1/14/2013	12/2016	1	North Precinct	Mayor
2	M	8	John Page	1/14/2013	12/2016	1	South Precinct	Mayor
6	**F**	**9**	**Tina Podlodowski**	**1/14/2013**	**12/2016**	**1**	**West Precinct**	**Mayor**
2	M	10	Marcel Purnell	1/14/2013	12/2016	1	East Precinct	Mayor
6	F	11	Jennifer Shaw	1/14/2013	12/2016	1	West Precinct	Mayor
2	M	12	Kevin Stuckey	1/14/2013	12/2016	1	South Precinct/SPD	Mayor
1	M	13	Kip Tokuda	1/14/2013	12/2016	1	South Precinct	Mayor
2	F	14	Harriet Walden	1/14/2013	12/2016	1	East Precinct	Mayor
2	M	15	Aaron Williams	1/14/2013	12/2016	1	East Precinct	Mayor

***Diversity**

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

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