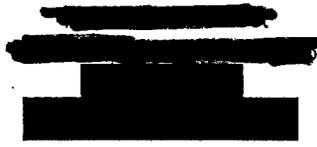


**City of Seattle  
Notice of Appointment**

FILED  
CITY CLERK  
13 MAY -1 PM 1:42

<b>Name:</b> Ben London		<input type="checkbox"/> <b>Executive Appointment</b> <input checked="" type="checkbox"/> <b>Reappointment</b> <input checked="" type="checkbox"/> <b>Legislative Appointment</b> <input type="checkbox"/> <b>Agency Appointment</b> <input type="checkbox"/> <b>PDA Council</b> <input type="checkbox"/> <b>PDA Constituency</b>
<b>Residential Neighborhood:</b> Shoreline	<b>Zip Code:</b> 98133	<b>Contact Phone No.:</b> 206-931-6200
<b>Appointed to:</b> Seattle Music Commission		<b>Date of Appointment:</b> May 2 <sup>nd</sup> , 2013
<b>Authority (Ord., Res.):</b> Resolution 31173		<b>Term of Office:</b> <b>From:</b> 5/2/2013 <b>To:</b> 5/2/2014
<p><b>Background:</b> Ben London is the Media Rights manager at Hewlett Packard, overseeing projects related to music media rights for various HP project teams. Ben recently moved to HP from his position as Executive Director of the Recording Academy Pacific Northwest Chapter, where he had worked since 2004. London has been responsible for developing a number of educational and professional development opportunities for the Pacific Northwest music community including the acclaimed GRAMMY MusicTech Summit. London, an active member of the Seattle music community since 1989, has recorded for a variety of independent and major labels with his bands Alcohol Funnycar, Sanford Arms and the St. Bushmills Choir. His music has been featured in a number of film and television projects and he has performed throughout North America and Europe.</p> <p>In 1997 London joined the development team for the Seattle based interactive music museum Experience Music Project. As Senior Curator of Public Programs, London curated a wide variety of projects including internationally acclaimed interpretive exhibits, concerts, film series, and educational events. He presently serves on the board for KEXP and the Vera Project. London holds a Bachelor of Visual Arts degree from Antioch College.</p>		
<b>Authorizing Signature:</b> 		<b>Name and Title of Officer Making Appointments:</b> Nick Licata, Seattle City Councilmember

# BEN LONDON



Entrepreneurial leader with **senior level management experience in marketing and business development within the creative sector**. Enthusiastic team-builder with excellent communication, problem-solving, and management skills. Self-starter with demonstrated ability to create and implement business development strategies; set priorities; manage objectives; and establish and meet plans, budgets, and timelines. Expert at creating successful partnerships, influencing stakeholders, and inspiring staff. Goal-oriented, resourceful, flexible, and positive.

## MARKETING

- Synthesized national brand, making it relevant to the Northwest region. Achieved a 38% membership increase over four-year period, with an emphasis on expanding membership genre and diversity
- Designed print, radio, and digital media campaigns
- Developed and nurtured strategic alliances with arts, cultural, city, and national organizations to enhance promotional reach
- Negotiated use of content, likeness, and media assets for program development and marketing

## BUSINESS DEVELOPMENT

- Increased PNW Chapter of The Recording Academy revenue by 270% over a four-year period
- Increased sponsorship revenues by 22% over four-year period, initiating partnerships with Microsoft, Guitar Center, ASCAP, BMI, KEXP, City of Seattle, Vulcan Ventures and Pump Audio
- Built productive sponsorship/partnerships with top music, technology and lifestyle brands including major and independent record labels, Zune, Real Networks, Amazon, Budweiser, Gibson Guitars, Verizon, and USA Today
- Key member of start-up team for creation of Experience Music Project, a major cultural institution
- Leader and creative force behind successful independent music projects. Responsible for developing new revenue streams including licensing for film and television, digital distribution, and branded merchandise
- Researched and secured EMP Films projects, advising senior level management on best ROI
- Associate producer of successful independent documentary, *I am Trying to Break Your Heart: a Film About Wilco*

## OPERATIONS AND BUSINESS MANAGEMENT

- Responsible for operations of the Pacific Northwest Chapter of The Recording Academy (GRAMMYS). Region includes Washington, Oregon, Hawaii, Idaho, Montana, and British Columbia with a 950 + membership
- Manage \$600k combined annual operations and special projects budget
- Manage 32 member elected board consisting of leaders from the Pacific Northwest music community
- Member of executive committee for creating and implementing Recording Academy's digital strategy
- Creative problem-solver who excels under pressure

### **CREATIVE LEADERSHIP**

- Hired, managed, and mentored creative professionals across a wide range of specific skills and temperaments
- Cultivated and supervised part-time and volunteer support staff
- Produced wide range of national entertainment/education events at venues including Radio City Music Hall, Key Arena, Paramount, Showbox, Cinerama, and Experience Music Project
- Curated critically acclaimed interpretative museum exhibits, including national touring exhibit *Disco: A Decade of Saturday Nights*
- Researched, authenticated, and acquired major museum artifacts

### **COMMUNICATIONS**

- Recognized industry expert, frequently speaking at national conferences including SXSW, ASCAP EXPO, Tape Op, MusicFest NW, and Bumbershoot
- Interviewed for a wide variety of regional/national media outlets and programs including *New York Times*, Court TV, *City Confidential*, BBC, *The Stranger*, KEXP, and *The Seattle Weekly*
- Authored, produced, and conducted 100+ filmed interviews as part of Experience Music Project's Oral History Program, including Les Paul, Ian MacKaye, RUN DMC, Patti Smith, Tom Verlaine, Sonic Youth, and Quincy Jones
- Maintain extensive community of music, entertainment, and technology business contacts
- Serve as public face of the PNW Chapter of The Recording Academy

### **EMPLOYMENT HISTORY**

<b>The Recording Academy (GRAMMYS)</b> <i>Executive Director, Pacific Northwest Chapter</i>	2004-Present
<b>Experience Music Project</b> <i>Senior Curator of Public Programs</i>	1997-2004
<b>Professional Musician, Recording Artist</b> <i>Discography Available Upon Request</i>	1990-Present

### **PROFESSIONAL AFFILIATIONS**

KEXP Advisory Board  
Seattle Office of Film and Music Advisory Board  
Vera Project Board Member  
Vera Project Capital Campaign Committee  
ASCAP

### **EDUCATION**

**Antioch College, Yellow Springs, Ohio**  
Bachelor of Arts -Visual Arts

# Seattle Music Commission

As of April 23, 2013

21 members: Per Resolution 31173, 3-year staggered terms  
 Mayoral appointees are not subject to City Council confirmation

- **10** Appointed by City Council
- **11** Appointed by Mayor

D*	G	Pos. No.	Name	Appointed	Term Ends	Term #	Initial Term*	Appointed By
6	F		Elena Dubinets	05/03/10	05/01/14	2nd	1+3 yrx	City Council
6	F		Shannon Roach	09/19/11	05/01/14	1st	3 yr	City Council
6	M		Jon Stone	05/26/10	05/01/14	2nd	1+3 yrx	City Council
6	F		Emmy Jordan	06/18/12	05/01/15	1st	3 yr	City Council
2	M		DeVon Manier	05/03/10	05/01/14	2nd	2+2 yrx	City Council
6	M		Adrian Burton	05/01/11	05/01/15	2nd	1+3 yrx	City Council
2	M		Ricardo Frazer	06/18/12	05/01/15	1st	3 yr	City Council
6	M		Ben London	05/03/10	05/02/14	2nd	3 +1 yrx	City Council
6	F		Kate Becker	05/03/10	05/02/14	2nd	3+1 yrx	City Council
6	F		Holly Hinton	05/26/10	05/02/14	2nd	3 + 1 yrx	City Council
6	M		Alex Kochan	05/01/10	05/01/14	2nd	1+3 yrx	Mayor
6	F		Nadine Zgonc	02/6/12	02/1/15	1st	3 yr	Mayor
2	F		Patricia Lee	02/6/12	02/1/15	1st	3 yr	Mayor
6	F		Joan Sandler	02/6/12	02/1/15	1st	3 yr	Mayor
6	M		Marcus Womack	05/01/10	05/01/14	2nd	2+2 yrx	Mayor
6	M		Jody McKinley	3/13/13	05/01/14	1st	1+ yr	Mayor
2	M		Wyking Garrett	05/01/10	05/01/14	2nd	2+2 yrx	Mayor
6	M		Dave Meinert	05/01/10	05/02/14	2nd	3 + 1yrx	Mayor
6	M		Kyle Hopkins	05/01/10	05/02/14	2nd	3 + 1 yrx	Mayor
6	F		Megan Jasper	05/01/10	05/02/14	2nd	3 + 1 yrx	Mayor
6	M		Tom Mara	05/01/10	05/02/14	2nd	3 +1 yrx	Mayor

\* Term beginning and end dates vary. 'yrx' denotes extension of initial term; 4 yr maximum.

### Diversity

	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic/Latin@	(4) Native-American	(5) Other*	(6) Caucasian
Mayor	7	4	-	2	-	2	-	-	-	9
Council	5	5	-	2	-	2	0	-	-	8
<b>Total</b>	<b>11</b>	<b>10</b>	<b>-</b>	<b>4</b>	<b>-</b>	<b>4</b>	<b>0</b>	<b>-</b>	<b>-</b>	<b>17</b>

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