City of Seattle
Notice of Appointment

Name: Christine Hanna		☐ 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: Co-Founder, Co-Director – Seattle Good Business Network.		
Authorizing Signature:		Name and Title of Officer Making Appointments:

Confirmed by the Following Vote at City Council

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

Form last revised 2/21/08

Christine Hanna

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Profile

Dynamic entrepreneur with extensive organizational development, management, fundraising, communications, and product/program development experience, in the for-profit and social change arenas. Professional mission is to foster innovation in service of sustainable local economic development.

Strategic ▪ Resourceful ▪ Analytical ▪ Ethical ▪ Creative ▪ Tenacious ▪ Fun

Expertise

Marketing & Communications

- *Market innovation*: Career dedicated to bringing innovative solutions to market, from empowering local businesses to better acquire and keep customers, to policy solutions for a sustainable economy
- *Breadth:* Successfully marketed products, services, and ideas to a range of target audiences; engaging, effective oral and written communicator; extensive internet, email, branding, database, and direct marketing experience
- *Fundraising:* Broad fundraising experience for start-up companies and non-profits; raised over $5 million from private foundations, major donors, members, sponsors, and individual investors

Organizational & Product Development

- *Strategy and planning:* Fifteen years of leadership experience within rapidly-evolving organizations; founded three companies; authored/facilitated numerous business and strategic plans, work plans, and budgets; oversaw strategic branding of three organizations; coordinated acquisition of two non-profit organizations
- *Organizational and network development:* Natural leader and team builder; built effective organizations and alliances under significant resource constraints; helped establish guiding principles and team-oriented work ethic, engendering strong loyalty from employees, funders, clients, partners, and members
- *Implementation:* Skilled project manager with talent for coordinating staff, contractors and volunteers; launched 12 products/programs and eight websites on behalf of six organizations

Employment History

Seattle Good Business Network — Seattle, WA 2010 - present

Co-Founder, Co-Director

- Founded this member-based non-profit with a mission of a sustainable, self-reliant local economy; recruited participation of over 300 businesses and sponsors, a dozen media partners, and scores of volunteers
- Responsible for all aspects of all organizational and program development and execution
- Initial efforts have focused on shifting consumer spending in favor of local independent businesses *(e.g. Think Local advertising campaign, Dine Around Seattle promotion, Gift Local pledge campaign)*, reaching hundreds of thousands of residents
- As it matures, organization will pursue in initiatives that increase *buying locally* (including business sourcing and procurement), *producing locally* (urban manufacturing, workforce development), and *investing locally* (community capital development)

Sightline Institute — Seattle, WA 2002 - 2008

Managing Director; Director of Strategic Initiatives

- Organizational leader with responsibility for all fundraising, operations, personnel, evaluation, accounting, legal, and financial aspects of this regional non-profit sustainability think tank (annual budget: $1,000,000)

- Coordinated annual workplans and budgets, five-year strategic plan, re-branding and re-naming of organization
- Managed overhaul of technology platform and creation of highly-acclaimed website (www.sightline.org), Sightline's primary communications vehicle
- Directed acquisition of the non-profit news service Tidepool.org and its transformation to Sightline Daily, the Northwest's foremost daily sustainability news service

Development Director

- Responsible for annually raising $750,000 through combination of foundation grants, membership, major donations, and earned revenue; successful major donor program increased major gifts' share of annual revenue from 5% to 35% in three years

goNextdoor Direct Seattle, WA 2000 - 2001

Co-founder and CEO

- Founded and managed innovative direct marketing services company enabling local restaurants and retailers to cost-effectively acquire and retain customers; successfully served over 30 well-known Seattle area businesses
- Raised two rounds of private capital during difficult economic climate; employed seven full-time employees
- Authored business plans and marketing materials; directed all product development and management; accountable for all legal, financial, personnel, client service, website, and software development functions; directed orderly dissolution of business in 2001

Gazelle Consulting Seattle, WA 1998-1999

Founder and Principal Consultant

- Operated successful consulting practice specializing in planning and product development for Internet-related ventures; clients included Getty Images, Classmates, Tickets.com, Parent Map magazine, and others

Aptimus Seattle, WA 1995-1998

Director of Strategic Planning; Product Manager

- Early member of core management team that grew online direct marketing company from six employees to 50 and revenues from $50K per year to $8 million per year, leading to a successful IPO
- Led strategic planning process addressing key business model issues, growth plans, priorities, and resource requirements; authored business plans, projections, investor communications, and IPO prospectus
- Accountable for all aspects of product performance and customer contact; designed and managed four new revenue streams that contributed 70% of total revenue within 12 months of release

Education & Honors

BALLE Local Economy Fellow 2013-2014

Social Innovation Fast Pitch, Social Venture Partners *Winner, Young Non-Profit category* Seattle, WA 2012

University of Washington, Evans School of Public Affairs Seattle, WA 2006
Non-Profit Executive Leadership Institute

University of Washington *Master of Business Administration* Seattle, WA 1996
Program in Entrepreneurship and Innovation; Marketing; ranked #1 in graduating class

Institute for East-West Studies *Post graduate studies in comparative economics* Czechoslovakia 1992

University of Virginia *Bachelor of Arts in Economics* Charlottesville, VA 1992

Zero Waste Washington *Board Member* Seattle, WA 2006-2010

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*