City of Seattle
Notice of Appointment

Name: *Brian Hsi*		☐ **Executive Appointment** ☒ **Legislative Re-appointment** ☐ **Agency Appointment** ☐ **PDA Council** ☐ **PDA Constituency**
Residential Neighborhood: *Judkins Park*	**Zip Code:** *98144*	**Contact Phone No.:** *206.383.9523*
Appointed to: *Board Member, Citizens Telecommunications and Technology Advisory Board (CTTAB)*		**Date of Appointment:** *February 25th, 2013*
Authority (Ord., Res.): *Seattle Municipal Code (SMC) 21.60.060.*		**Term of Office:** **From:** *Confirmation* **To:** *January 1st, 2015*

Background:

Brian has served one term on CTTAB. He is chair of CTTAB's Broadband Committee and has also served on the Technology Matching Fund Committee and assisted DoIT in the Boost Communities Online training for neighborhood grant recipients.

Brian is a Director of Social Business Strategy for Ant's Eye View. He has more than a dozen years of experience working with organizations on their social endeavors. At Participate Systems, Brian worked with clients including AT&T WorldNet, CareerPath, and MSN Games on their overall community strategy. He then moved over to product management at Microsoft's MSDN and TechNet where he worked with teams to build out social software solutions for blogs, forums, user profiles and social bookmarks. Brian also worked at Classmates as a product manager working to enhance online reunion planning tools in addition to kickstarting their social strategy. Brian was the former Board President of the Asian Pacific Islander Community Leadership Foundation, in addition to serving earlier as the Board Treasurer for Seattle Works. His volunteer experience also includes program evaluation consultation for the International District Housing Alliance, a 2007 Technology Matching Fund recipient. Brian is a Judkins Park resident.

Authorizing Signature: Bruce A. Harrell	**Name and Title of Officer Making Appointments:** *Bruce Harrell, City Councilmember*

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Brian Hsi

PROFILE

Social strategist with more than a dozen years of experience designing and implementing social solutions for businesses and nonprofits. Motivated self-starter and creative problem solver with solid experience in client relations, product management, project management, agile marketing and project management, strategic planning and communications. Passionate leader and valued team member focused on fostering community-driven solutions.

PROFESSIONAL EXPERIENCE

ANT'S EYE VIEW (now PwC) – Seattle, WA 2011-present
Director Social Business Strategy (now Advisory Manager)
Developed an agile marketing strategy for Cisco resulting in accelerated growth of their mobile practice and driving the creation of a mobile scorecard to track key performance indicators. Drafted a participatory marketing campaign for Holland America Line in preparation of upcoming celebrations in 2013. Helped develop a Community of Practice for social media practitioners at Starbucks. Assisted on several social strategy projects with other clients including AT&T, HP, and Microsoft.

MEMORY LANE– Seattle, WA 2008 – 2011
Product Manager
Developed framework for social media policy and strategy to acquire new members and drive subscriptions. Drove product strategy to increase engagement and monetization opportunities around nostalgic content. Delivered event planning improvements resulting in a 30% increase in satisfaction.

MICROSOFT CORPORATION – Redmond, WA 2006 –2008
Product Planner – Server and Tools Online (MSDN, TechNet, Expression)
Responsible for multiple products including blogs, forums, social bookmarks and profiles. Focused on gathering customer insights and research, creating scenarios, business requirements, product strategy, and key performance indicators. Drove creation of a working team to share best practices.

Product Manager – Microsoft.com Community Technologies Team
Managed the MSDN and TechNet blogs and forums experience. Responsible for internal stakeholder and external customer management; created and maintained product roadmap; managed external research, communications, and business intelligence. Launched alpha versions of forums and blogs. Evangelized blogs, provided training and best practices throughout the company.

PARTICIPATE SYSTEMS (now OutStart) — Seattle, WA; Chicago, IL 1999 –2006
Senior Account Manager – MSN Games
Responsible for client relations, community strategy and design. Managed a community support team overseeing 2,000 volunteers to support an audience of 7 million users. Developed customer communication plans in conjunction with public relations and marketing. Designed and managed rollout of a community knowledgebase for volunteers. Increased member satisfaction by almost 90% through community programs including blogs, expert Q&A forums, and collaborative agenda setting.

Account Manager – CareerPath (now CareerBuilder)
Provided overall community strategy and management and client relations for CareerPath, leveraging online forums and expert chat Q&A.

Account Coordinator – AT&T WorldNet
Provided ongoing support for AT&T WorldNet's community portal. Developed training materials and best practices for community support team.

MSNBC (through KELLY SERVICES) – Chicago, IL 1999 –2001
Associate Producer
Produced the website for the country's third largest NBC affiliate. Main duties included writing and editing content; video, sound and photo design.

COMMUNITY INVOLVEMENT

CITIZENS' TELECOMMUNICATIONS AND TECHNOLOGY ADVISORY BOARD-Seattle,WA 2011 – present
Board Member, Broadband Committee Chair
Provide recommendations to the Mayor and the City Council on issues of community-wide interest relating to telecommunications and technology, including cable television access, technology access, and regulatory issues within the City's authority regarding wire and wireless communication systems

ASIAN PACIFIC ISLANDER COMMUNITY LEADERSHIP FOUNDATION – Seattle, WA 2004 – present
Board of Directors – Past president
Former chair of the board of directors, driving strategic vision for the organization. Key committees include Communications/Marketing, Finance, and Operations.

Volunteer
Former chair the curriculum committee to design and implement Community Leadership Program training sessions. Key contributions include financial and strategic oversight, curriculum design, workshop facilitation, and fundraising.

SEATTLE WORKS – Seattle, WA 2004 – 2010
Volunteer
Community service team leader and member. Former civic programming facilitator.

Board of Directors (2005 – 2008)
Former treasurer of the board (2006-2007) responsible for a budget of approximately $500,000. Initiated conversations to move the organization towards social media initiatives. Also served on Communications, Strategic Planning, and Finance committees.

EDUCATION

CERTIFICATE IN DATABASE MANAGEMENT 2005
University of Washington Extension – Seattle, WA

CERTIFICATE IN NONPROFIT MANAGEMENT 2002
University of Washington Extension – Seattle, WA

BACHELOR OF ARTS – AMERICAN STUDIES 1999
Carleton College – Northfield, MN
Senior thesis focused on the intersection of media studies, political science and Asian American Studies.

Citizens Telecommunications & Technology Advisory Board

As of February 2013

9 members with two-year terms, renewable for one additional term; and
1 Get Engaged young adult member with a one year term. All subject to Council confirmation.

- 4 At Large — Appointed by Council
- 3 At Large — Appointed by Mayor
- 3 Special — Appointed by Mayor, representatives of
  - Education
  - Public Access to Telecommunications
  - Get Engaged young adult position

D*	G	Position No.	Name	Appointed	Term Ends	Term #	Position	Appointed By
6	M	1	Dolin, Robert	2/25/13	1/01/15	2nd	Chair, At Large	Council
6	M	2	Krokower, Ben	3/26/12	1/1/14	1st	Vice Chair, At Large	Council
6	F	3	Lewis, Dana	1/22/13	9/01/13	Only	Get Engaged	Mayor
1	M	4	Hsi, Brian	2/25/13	1/01/15	2nd	At Large	Council
6	F	5	Wedlake, Stacey	2/25/13	1/01/15	2nd	Education	Mayor
3	M	6	Carrillo, Jr, Daniel	2/25/13	1/01/15	2nd	At Large	Mayor
1	F	7	Fernandes, Beryl	3/26/12	1/1/14	1st	At Large	Mayor
6	F	8	Martin, Marina	2/25/13	1/01/15	2nd	At Large	Mayor
2	F	9	Nourisha Wells	2/25/13	1/1/15	1st	At Large	Council
1	M	10	Daniel Hoang	2/25/13	1/1/15	1st	Public Access	Mayor

Diversity (including new Council and Mayoral appointees)

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

**One member has color blindness.*