

City of Seattle
Notice of Appointment

C.F. 313756

Name: Christine Hanna		<input type="checkbox"/> Executive Appointment <input checked="" type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency
Residential Neighborhood:	Zip Code:	Contact Phone No.:
Appointed to: Economic Development Commission		Date of Appointment: 5/1/2014
Authority (Ord., Res.): Council Bill 117680		Term of Office: From: Confirmation To: May 31, 2015
Comments: Co-Founder, Co-Director – Seattle Good Business Network.		
Authorizing Signature: 		Name and Title of Officer Making Appointments:

Christine Hanna

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
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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
<i>Non-Profit Executive Leadership Institute</i>	
University of Washington Master of Business Administration	Seattle, WA 1996
<i>Program in Entrepreneurship and Innovation; Marketing; ranked #1 in graduating class</i>	
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, staggered one-year or two-year terms.

- 7 Appointed by City Council
- 8 Appointed by Mayor

D*	G	Position No.	Name	Appointed	Term Ends	Term #	Position	Appointed By
		1	Vacant	--	--	--		Mayor
3	M	2	Chris Rivera	5/1/2014	5/31/2015	2		Council
		3	Vacant	--	--	--		Mayor
6	F	4	Christine Hanna	5/1/2014	5/31/2015	2		Council
		5	Vacant	--	--	--		Mayor
6	M	6	Ken Willman	2/5/2013	2/28/2014	1		Council
2	F	7	Tanya Jimale	5/1/2014	5/31/2015	2		Mayor
6	M	8	Rob Mohn	5/1/2014	5/31/2015	2		Council
6	M	9	Chris DeVore	5/1/2014	5/31/2016	2		Mayor
6	F	10	Maud Daudon	5/1/2014	5/31/2016	2		Council
6	M	11	Dave Freiboth	5/1/2014	5/31/2016	2		Mayor
6	M	12	Michael Young	5/1/2014	5/31/2016	2		Council
6	M	13	Alan Nay	5/1/2014	5/31/2016	2		Mayor
1	M	14	Tay Yoshitani	2/5/2013	2/28/2014	1		Council
6	F	15	Jill Wakefield	5/1/2014	5/31/2016	2		Mayor

***Diversity**

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

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