

**City of Seattle
Notice of Appointment**

Name: Ben London		<input type="checkbox"/> Executive Appointment <input checked="" type="checkbox"/> Reappointment <input checked="" type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency
Residential Neighborhood: Shoreline	Zip Code: 98133	Contact Phone No.: n/a
Appointed to: Seattle Music Commission		Date of Appointment: May 28, 2014
Authority (Ord., Res.): Ordinance 124422		Term of Office: From: Confirmation To: 05/02/2016
<p>Background: Ben London is the World Wide Music & Entertainment Business Development Manager at Hewlett Packard, overseeing HP's relationship with a variety of media partners across the digital music and entertainment space. From 2004-2010 London was the Executive Director of the Recording Academy Pacific Northwest Chapter (The Grammys). London, a longtime member of the Seattle music community, has recorded for a variety of independent and major labels with his bands Alcohol Funnycar, Sanford Arms, STAG and the St. Bushmills Choir. His compositions have been featured in a number of film and television projects and he has performed throughout North America and Europe. In 1997-2004 London worked at 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. London holds a Bachelor of Visual Arts degree from Antioch College.</p>		
Authorizing Signature: 		Name and Title of Officer Making Appointments: Nick Licata, Seattle City Councilmember

BEN LONDON

A highly experienced Digital Entertainment Executive with an impressive record of successfully establishing and developing complex, multimillion dollar accounts in the digital space. An entrepreneurial leader with 20+ years of music industry experience. Expert at building and maintaining successful partnerships, influencing stakeholders, and inspiring staff. Enthusiastic team-builder with excellent communication, problem-solving, negotiation, and managerial skills. Goal-oriented, resourceful, flexible, and positive.

BUSINESS DEVELOPMENT

- Negotiated and executed numerous multifaceted high value deals across a wide variety of categories and brands
- Developed market analysis and strategic assessment for new business and client acquisition
- Represented Hewlett Packard at key industry events including SXSW, MIDEM and Microsoft Build Conference
- Increased Pacific Northwest Chapter of The Recording Academy (GRAMMYS) revenue by 270% over a five-year period
- 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

MARKETING

- Negotiated use of content, likeness, and media assets for program development and marketing
- Collaborated with key entertainment partners to build successful marketing partnerships for Hewlett Packard hardware, software and services
- Localized marketing and content for a global audience.
- Drove partners adherence to company style and branding guidelines
- Created Windows 8 messaging and pitch materials for Hewlett Packard's business development team to evangelize promotional opportunities to new and existing partners
- Synthesized national brand, making it relevant to the Northwest region. Achieved a 38% membership increase over five-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

OPERATIONS

- Oversaw legal and finance teams to negotiate and draft multiple contracts and amendments.
- Collaborated with external partners, internal design & development teams to specify feature sets for software applications
- Tracked and reported digital performance royalties for DMCA compliant streaming radio service
- Managed Hewlett Packard's relationship with performing rights agencies
- Managed operations and million dollar P&L for of the Pacific Northwest Chapter of The Recording Academy (GRAMMYS).

- Member of executive committee for creating and implementing Recording Academy's digital strategy that led to the organization's embrace of digital marketing, social networking and the creation of www.GRAMMY365.com a member based community networking site.
- Creative problem-solver who excels under pressure

LEADERSHIP

- Key member of Hewlett Packard's music strategy team
- Hired, managed, and mentored creative professionals across a broad spectrum of specific skills and temperaments
- Chaired the Seattle Music Commission
- Produced wide range of national entertainment/education events at venues including Radio City Music Hall, Key Arena, The Paramount Theater, 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 SIC, SXSW, ASCAP EXPO, Tape Op, MusicFest NW, and Bumbershoot
- Pundit for a wide variety of regional/national media outlets, publications 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
- Maintain extensive community of music, entertainment, and technology business contacts

EMPLOYMENT HISTORY

Hewlett Packard <i>Business Development Manager</i>	2010-Present
The Recording Academy (GRAMMYS) <i>Executive Director, Pacific Northwest Chapter</i>	2004-2010
Experience Music Project <i>Senior Curator</i>	1997-2004
Professional Musician, Recording Artist <i>Discography Available Upon Request</i>	1990-Present

PROFESSIONAL AFFILIATIONS

Commissioner, Seattle Music Commission
ASCAP

EDUCATION

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

Seattle Music Commission

As of June 5, 2014

21 members: Per Resolution 31173 and Ordinance 124422, 3-year staggered terms, max of 6 years
All 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	M		Jon Stone	05/26/10	05/01/16	3rd	1+3+2 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	05/01/16	3rd	2+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	05/02/16	3rd	3+1+2 yrx	City Council
6	F		Karen Thomas	09/11/13	09/11/16	1st	3 yr	City Council
6	F		Holly Hinton	05/26/10	05/02/16	3rd	3+1+2 yrx	City Council
6	F		Patty Isacson Sabee	06/05/14	06/05/17	1st	3 yr	City Council
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6	M		Alex Kochan	05/01/10	05/01/16	3rd	1+3+2 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	05/01/16	3rd	2+2+2 yrx	Mayor
6	M		Jody McKinley	3/13/13	05/01/17	2nd	1+3 yrx	Mayor
2	M		Wyking Garrett	05/01/10	05/01/16	3rd	2+2+2 yrx	Mayor
6	F		Megan Jasper	05/01/10	05/01/16	3rd	3+1+2 yrx	Mayor
6	M		Tom Mara	05/01/10	05/01/16	3rd	3+1+2 yrx	Mayor
6	M		John Roderick	12/??/13	01/??/16	1st	3 yr	Mayor
6	M		Kyle Hopkins	05/01/10	05/01/14	2nd	3 + 1 yrx	Mayor

* Term beginning and end dates vary. 'yrx' denotes extension of initial term; 6 yr maximum.

Diversity

		(1)	(2)	(3)	(4)	(5)	(6)			
	Men	Women	Vacant	Minority	Asian-American	African-American	Hispanic/Latin@	Native-American	Other*	Caucasian
Mayor	7	4	0		-	2	-	-	-	9
Council	5	4	1		-	2	-	-	-	7
Total	12	8	1		-	4	-	-	-	16

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