

**City of Seattle
Notice of Appointment**

Name: <i>Jody McKinley</i>		<input checked="" type="checkbox"/> Executive Appointment <input checked="" type="checkbox"/> Reappointment <input type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency
Residential Neighborhood: <i>Roosevelt Ridge</i>	Zip Code: <i>98290</i>	Contact Phone No.: <i>206.707.8182</i>
Appointed to: <i>Seattle Music Commission</i>		Date of Appointment: <i>7/15/14</i>
Authority (Ord., Res.): <i>Ordinance 124422</i>		Term of Office: From: Confirmation To: <i>5/1/2017</i>
<p>Background:</p> <p><i>Jody McKinley</i> Vice President, Rhapsody Inc.</p> <p>Cutting his teeth in the music and entertainment world right out of high school, Jody has worked in the space exclusively for twenty years. A consummate student of the industry, he is deeply intrigued with how consumers discover, share, and access content, particularly in the digital world.</p> <p>Today, he leads the North American brand, marketing, and distribution partnership efforts for Rhapsody International, the parent company of popular streaming music services Rhapsody and Napster. Since pioneering the on-demand streaming model in 2001, Rhapsody remains the most popular premium music service in the United States. Jody joined Rhapsody after ten years with PlayNetwork, a Redmond-based b2b digital entertainment media provider where he headed up North American Sales.</p> <p>Outside of work, Jody has had extensive involvement with non-profit organizations, is a member of the National Academy of Recording Arts & Sciences (the GRAMMYS), is a Lifetime Member of the Alumni Association of DECA, and an active participant in WATCH D.O.G.S. (Dads of Great Students) an involvement initiative of the National Center for Fathering.</p>		
 Authorizing Signature:		Name and Title of Officer Making Appointments: Mayor Edward B. Murray

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 CITY OF SEATTLE
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 CITY CLERK

JODY MCKINLEY

STRATEGIC SALES & BUSINESS DEVELOPMENT EXECUTIVE

Dynamic, **TRUSTED LEADER** with extensive history in strategic selling, sales management, strategic planning and concept/program development. **EXCEPTIONAL** written and verbal communicator who uses these skills in selling complex concepts and intangible goods. **INNOVATIVE** thinker with experience engaging and collaborating with senior and executive management of Fortune 1000 consumer brands and organizations in the consumer electronics, wireless, automotive, retail, restaurant, digital media, and digital technology business sectors. Balanced management style blending **MOTIVATIONAL** tactics with **RESULTS-ORIENTED** expectations. Expertise in developing, analysing, and managing by key performance and business metrics. **CRITICAL THINKER** and achiever fuelled by superior productivity and multitasking abilities. Team player with **PROVEN** success in growing and scaling businesses. **CULTURE AGENT** with a passion and pride for mentoring and inspiring talent to achieve excellence.

Strategic Planning & Management • Sales & Sales Management • Business Development
Creative Visioning • CRM / Prospecting • Workflow Automation • Human Development
Social /Online Media • Place-Based Media • Lifelong Digital Media Student & Enthusiast

PROFESSIONAL EXPERIENCE

RHAPSODY INTERNATIONAL, INC.

2012 – Present

Vice President, Partner Management

Rhapsody is the number-one premium subscription music service, with more than one million members, who can listen to more than 17 million tracks online and on hundreds of devices including smartphones, tablets, connected audio systems, consumer electronic devices, MP3 players, connected TVs, and automobiles. Rhapsody's team of renowned editors help guide members through our catalog spanning 600 genres with original features and content, including videos, playlists, reviews and radio stations for effortless listening and discovery.

PLAYNETWORK, INC.

2002 – 2012

Vice President, Head of North American Direct Sales

Redmond-based b2b digital entertainment media provider specializing in the development and deployment of branded music and video networks across in-store, online, on-device, mobile, and social channels; event and experiential campaigns; place-based media network monetization; and installation of hardware and network infrastructure. Client roster is comprised of 250+ global and national brands including Starbucks, GAP Brands, Limited Brands, Estee Lauder, Verizon Wireless, T-Mobile, FedEx, SUPERVALU, Brinker International, and Hilton. Joined shortly after Series A funding as member of National Sales Team.

- ✓ Contributed to **Revenue Growth of 3000%** over 10-year period. (\$2MM-\$60MM)
- ✓ **Net Subscriber Growth of 52%** as Head of Sales during the most challenging four-year economic period in Company history, positively offsetting an uncontrollable churn that in 8-12% annually. (2008-2011)
- ✓ Despite negative downward industry trends, successful in growing **Average Subscriber Rate by 13%** during same four-year period. (2008-2011)

BUSINESS TELEVISION VIDEO INC.

1999 – 2002

Sales Manager, Central Region

Systems Design and Integration Firm based in Metro Detroit specializing in design and installation of a/v systems for retail, restaurant, hospitality, banking, fitness, and gaming sectors. Client roster included Buffalo Wild Wings, Bally Total Fitness, American Eagle, Microsoft, Sony PlayStation, Wendy's, Logan's Roadhouse, Cracker Barrel, Uno Restaurants, Carlson Restaurants, and Applebee's, among others.

- ✓ Managed portfolio in excess of \$5MM, while producing an **Average Annual Revenue Growth of 15%**.
- ✓ Leader of Sales and Account Management for customers and prospects in 15 Midwest States.
- ✓ **Led Cross-Functional Team** of Account Managers, Project Managers, Engineers and Sales Operations.
- ✓ Championed efforts of company's introduction into gaming industry resulting in one-year segment revenues equal to 12% of company's previous year's gross revenues.

IMPRESSIONS MULTIMEDIA PRODUCTIONS

1993 – 1999

Co-Founder / Creative Director

Detroit-based Event Management and Live Production Agency specializing in production of live events for awards shows, product launches, conference sessions, motivational speakers, and live entertainment.

- ✓ Agency Co-Founder leading creative efforts including concept development, copy writing, staging, lighting design, sound and video track production, and live event direction across North America.
- ✓ Created and produced premier live events with unique focus of blending audience participation with live stage and remote presentations.
- ✓ Early adopter and pioneer of the use of digital imagery in live events.

EDUCATION / ACCOMPLISHMENTS / COMMUNITY

- ✓ Bachelor of Business Administration, Eastern Michigan University
- ✓ Advanced Media Certificate of Completion, Paragon Media
- ✓ Miller Heiman Strategic Selling Skills, 1999
- ✓ SPIN Selling Sales Training, 2002
- ✓ SNAP Selling Sales Training, 2011
- ✓ Dale Carnegie Leadership Training, 1993 & 2005
- ✓ Board Member, NextPoint, Connecting Point Marketing Group, 2010-2012
- ✓ Associate Member, The Recording Academy, 2006-Present
- ✓ Honorary Lifetime Member, Alumni DECA, 1995-Present
- ✓ Brian R. Johnson Outstanding Service Award, Michigan Alumni DECA, 1997
- ✓ Inc. 500 Fastest Growing Private Companies, Three Time Recognition (PlayNetwork)
- ✓ Deloitte Fast 50, Five Time Recognition (PlayNetwork)

REFERENCES / RECOMMENDATIONS

"Jody McKinley possesses an exceptional combination of sales skill, market savvy and management experience that well serves employer and customer alike. And his forthright communication style and persistent follow-through practices are strong positive aspects of his professionalism. I highly recommend Jody for senior roles in sales, marketing, business strategy and management."

David Brewster, *SVP, North American Music & Messaging Services, PlayNetwork* managed Jody indirectly at PlayNetwork

"Jody is the consummate professional. Works hard. Works smart. Always thinking of the customer, being very creative in meeting their needs while making his own corporate goals come to fruition. And to top it off, one of the most likeable people you will ever meet."

Adam Brotman, *Chief Digital Officer, Starbucks*, managed Jody indirectly as CEO at PlayNetwork

Additional References available upon request.

Seattle Music Commission

As of July 9, 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
0						1st	3 yr	City Council
6	M		Alex Kochan	7/15/14	05/01/16	3rd	1+3+2 yrx	Mayor
6	F		Nadine Zgonc	02/6/12	02/1/15	1st	3 yr	Mayor
						1st	3 yr	Mayor
6	F		Joan Sandler	02/6/12	02/1/15	1st	3 yr	Mayor
6	M		Marcus Womack	7/15/14	05/01/16	3rd	2+2+2 yrx	Mayor
6	M		Jody McKinley	7/15/14	05/01/17	2nd	1+3 yrx	Mayor
2	M		Wyking Garrett	7/15/14	05/01/16	3rd	2+2+2 yrx	Mayor
6	F		Megan Jasper	7/15/14	05/01/16	3rd	3+1+2 yrx	Mayor
6	M		Tom Mara	7/15/14	05/01/16	3rd	3+1+2 yrx	Mayor
6	M		John Roderick	12/??/13	01/??/16	1st	3 yr	Mayor
6	F		Nicole Jon Sievers	7/15/14	7/9/17	1st	3yr	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	6	4	1		-	1	-	-	-	9
Council	5	4	1		-	2	-	-	-	7
Total	11	8	2		-	3	-	-	-	16

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