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CF 313942

City of Seattle Notice of Appointment

Name: Marcus Womack		<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: Redmond	Zip Code: 98052	Contact Phone No.: 1-415-484-6511	
Appointed to: <i>Seattle Music Commission</i>		Date of Appointment: 7/15/14	
Authority (Ord., Res.): <i>Ordinance 124422</i>		Term of Office: From: Confirmation To: 5/1/2016	
Reappointment: <i>Marcus Womack</i> General Manager, EVIDENCE.com			
<p>Marcus Womack is an internet technology entrepreneur, currently serving at the General Manager of EVIDENCE.com, a division of TASER. He previously served as Co-Founder and Chief Executive Officer of Familiar, Inc. from 2011 through its purchase by TASER in October 2013. Prior to that, Marcus was VP and General Manager at iLike from 2009 to 2011. From 2007 to 2009 Marcus was Director of Product Management where he executed on product and business strategy that led to the sale of the company in 2009 to MySpace. From 2005 to 2007, Marcus served as the Lead Program Manager for Microsoft Xbox Live. He also worked at Microsoft in digital media and gaming on products including Xbox Live, Zune, and MSN Music.</p> <p>Marcus holds a B.A. degree from Pacific Lutheran University.</p>			
Authorizing Signature:		Name and Title of Officer Making Appointments:	
		Mayor Edward B. Murray	

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 CITY OF SEATTLE
 2014 JUL 15 PM 4: 29
 CITY CLERK

Marcus Womack

EXPERIENCE

Evidence.com (Taser International) 2013 – present

General Manager

- Oversee all aspects of TASER's public safety software business for law enforcement, including body worn cameras, digital evidence management, and next generation products.
- Our mission is to bring new technologies to market with a focus on delivering innovative solutions that make communities safer

Familiar inc, 2011 – present (acquired by Taser)

Co-founder & CEO

- Built the first of its kind social picture frame with video, sequencing snippets of video into a photo frame experience - Featured on Today Show, New York Times, DailyCandy, and more
- Grew business to over 500k installs through extensive optimization - utilized analytics, engineering and creativity to significantly increase growth of core metrics
- Developed strategy, product plan, and marketing from scratch, launching product across desktops, tablets, and smartphones all in 18 months
- Managed day-to-day process of translating product roadmap into launched product – white boarding user stories, prioritizing iterations, working hands-on with design and engineering
- Used metrics driven research to inform decisions on strategy and product direction
- Developed and managed models for short and long term business objectives around growth, revenue, and operations
- Established key business partnerships to develop new business opportunities
- Formed company and managed all legal and administrative aspects of the business
- Recruited and organized a team of 10 to execute on a new product vision
- Raised \$1.3M from Greylock, Index, Redpoint and top tier angel investors

iLike inc, 2007 – 2010 (acquired by MySpace, inc.)

VP - General Manager - iLike, Events & Ticketing (2009 – 2011)

- Launched MySpace Events - named a "ray of product sunshine" for MySpace (TechCrunch)
- Orchestrated a major shift in product strategy to focus on events & ticketing
- Directly responsible for strategy, product, and development of multiple product lines: iLike, events, and ticketing
- Drove marketing, PR, and evangelized product to press and industry influencers
- Own P&L and responsible for identifying and implementing new revenue strategies
- Directly managed team of 25 engineers, product managers, and support staff
- Provided strategic leadership to close and execute a \$5m integrated ad sponsorship

Director of Product Management (2007 – 2009)

- Owned strategy, product, and development for ticketing, artist services, and social networking lines of business
- Designed, built, and grew the #1 concert discovery app for the iPhone & iPod Touch
- Helped launch and grow the #1 music application on Facebook
- Managed product design and execution for team of engineers, product, and support staff
- Measured and tracked conversion on all affiliate partnerships and viral media channels
- Shipped MP3 download store in 8 weeks- now MySpace's music store
- Negotiated and executed strategic content and technology deals
- Shared responsibility for managing P&L for a startup company

Microsoft Corporation, 1999 – 2007

Marcus Womack

Lead Program Manager, Xbox Live (2005 – 2007)

- Responsible for core services for Xbox Live online gaming service
- Delivered critical online services to ship Zune 1.0
- Shipped anti-cheating technology to maintain integrity of online gaming experience
- Directly responsible for product design, development, and execution
- Managed team of 10 engineers, program managers, QA and analysts
- Rebuilt, recruited, and supervised team of high performing program managers

Lead Program Manager & Test Engineer, MSN Music (2000 – 2005)

- Scoped, designed, developed, and shipped Microsoft's first online Music Store
- Recruited and built team of talented program managers
- Set strategy and negotiated unified metadata system for digital media metadata platform
- Evaluated and selected CDN network partner for media delivery. Moved 3TB in 3 weeks to new CDN partner.
- Product lead for MSN Radio Plus, MSN's first subscription radio service

COMMUNITY

Volunteer, Outdoor Education Instructional Staff, 1998- 2011

- Train High School leaders to be counselors for 5th and 6th graders during their week of outdoor school.

EDUCATION

Pacific Lutheran University, Tacoma, WA

Bachelor of Arts

OTHER INTERESTS

- Skiing, hiking, basketball, canoeing, winemaking

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