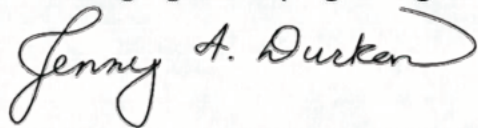




# City of Seattle Boards & Commissions Notice of Appointment

PHN

<b>Appointee Name:</b> <del>Hoai (Julie) Pham</del> Julie Pham		
<b>Board/Commission Name:</b> Community Involvement Commission		<b>Position Title:</b> Member At Large
<input type="checkbox"/> Appointment <b>OR</b> <input checked="" type="checkbox"/> Reappointment		<b>Council Confirmation required?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Appointing Authority:</b> <input type="checkbox"/> Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other:	<b>Date Appointed:</b> mm/dd/yy. 02/04/21	<b>Term of Position: *</b> 6/1/2019 <b>to</b> 5/31/2021  <input type="checkbox"/> Serving remaining term of a vacant position
<b>Residential Neighborhood:</b> International District	<b>Zip Code:</b> 98104	<b>Contact Phone No.:</b>
<b>Background:</b> Julie Pham is co-owner of Nguoi Viet Tay Bac-Northwest Vietnamese News, the founder of Sea Beez, a capacity-building program for Seattle's ethnic media, and the VP of Community Engagement & Marketing for the Washington Technology Industry Association. Julie graduated magna cum laude from the University of California, Berkeley. She taught History at UC Berkeley, managed the Journal of Vietnamese Studies, and earned her PhD in History at Cambridge University as a Gate Cambridge Scholar. She volunteers on the board of directors for the Seattle chapter of Social Venture Partners (SVP) and previously served on Seattle's Economic Development Commission. In 2011, she was named to the "40 under 40" business leaders list by the Puget Sound Business Journal and voted as "Innovator" in the Verizon Wireless Asian Pacific-American Heritage Community Roast Awards.		
<b>Authorizing Signature (original signature):</b> 		<b>Appointing Signatory:</b> Jenny A. Durkan  Mayor of Seattle

\*Term begin and end date is fixed and tied to the position and not the appointment date.



# Julie Pham, PhD

Lifelong learner, community builder, blogger, scrappy entrepreneur, serial volunteer, venture philanthropist, ethnic media maven, trained historian, technology marketer, and dinner party guru.

## Professional Experience & Accomplishments

VICE PRESIDENT OF COMMUNITY ENGAGEMENT AND MARKETING, WASHINGTON TECHNOLOGY INDUSTRY ASSOCIATION, [washingtontechnology.org](http://washingtontechnology.org)

9/2014-present

- Created and managed WTIA's community engagement program, Ion Collaborators
- Created and oversaw FullConTech cross-sector collaboration conference (5 conferences since 2015)
- Created and built WTIA's marketing disciplines

MARKETING MANAGER (INTERIM DIRECTOR OF MARKETING), AVIDIAN TECHNOLOGIES, [avidian.com](http://avidian.com)

1/2013-5/2014

- Responsible for a \$400,000 marketing budget at a \$4.5 million company
- Defined and managed end-to-end digital marketing plans and lead generation strategy
- Collaborated directly with engineering, customer service, and sales leads
- Managed worldwide network of consultants specializing in SEO, SEM, and social media
- Direct on-page and off-page optimization efforts

MANAGEMENT CONSULTANT, SIRIUS 6 CORPORATION

Windows Phone Advocacy Lead, Worldwide Retail Services Training, Microsoft Corp.

9/2011-6/2012

- Led planning, development, and execution of integrated marketing and advocacy programs aimed at tech-savvy wireless retail sales professionals.
- Managed simultaneously end-to-end multiple projects for increased effective collaboration among multiple work streams with shifting priorities and varying deadlines.
- Increased coordination between field trainer team and online training team by presenting on bi-weekly conference calls with field trainers, which contributed to field trainers more effectively driving retail sales professionals to undertake online training by 20-40% each month.

CO-OWNER, NORTHWEST VIETNAMESE NEWS (NVN)

Washington's oldest Vietnamese-language weekly newspaper

Managing editor, 1-6/2007, 10/2008-10/2011, co-owner, 11/2009-present, [www.nvnorthwest.com](http://www.nvnorthwest.com)

- Led newspaper to being recognized as one of *Seattle Times'* first two ethnic media partners in 2011 by improving content quality and increasing brand recognition and reputation, amid transformational changes in the newspaper industry.
- Managed, led, and set priorities for projects across multiple functions (e.g., production, editorial, sales, marketing, distribution) under tight deadlines and with limited resources
- Launched online version of newspaper, **doubling newspaper's readership in 12 months.**
- **Developed new advertising products** (e.g., online ads, special themed editions, sponsored sections).
- Researched, profiled, and secured new business with government and corporate accounts.
- Tripled circulation from 104,000 to 296,400 copies in 2010 and quadrupled distribution area of weekday edition by **finding more cost-effective production and distribution channels.**
- Strengthened business brand through earned publicity in press and media studies.

# Julie Pham, PhD

## FOUNDER & EXECUTIVE DIRECTOR, SEA BEEZ

Capacity-building program for Puget Sound's ethnic media  
1/2010-12/2012, [www.seabeez.com](http://www.seabeez.com)

- Conceptualized and developed capacity-building program for local ethnic media.
- **Organized end-to-end 14 community events in 11 months** including forums, capacity-building workshops, launch party, exhibition, finale party, and candidate meet 'n' greet, on a cash budget of \$30,000 and in-kind donations valued at \$20,000.
- Used market analysis and research to educate clients of value in advertising in ethnic media.
- **Recruited, engaged, and led a collaborative partner network** of 25 diverse ethnic media organizations whose combined circulation serve 750,000; ten public and private-sector in-kind sponsors; two major sponsors; and an eight-member multi-industry steering committee.

## MANAGING EDITOR, JOURNAL OF VIETNAMESE STUDIES (JVS)

World's first peer-reviewed academic journal dedicated to Vietnamese studies  
1/2006-12/2008, <http://ucpressjournals.com/journal.asp?j=vs>

- **Developed work-flow processes** for submission, editing, peer review, and production as well as style guidelines now used throughout Vietnamese and Southeast Asian studies internationally.
- Raised funds from Ford Foundation to sponsor English translations for Vietnamese scholars.
- Trained Vietnamese researchers at leading research institutes in Hanoi and Ho Chi Minh City on international standards for social science research methodology

## LECTURER, DEPARTMENT OF HISTORY, UNIVERSITY OF CALIFORNIA, BERKELEY

Taught undergraduate, upper-division history survey course: History of Modern Southeast Asia  
8-12/2006

- Developed and presented 30 multi-media lectures with **teaching evaluations averaging "excellent"**

## Community Leadership

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### COMMUNITY INVOLVEMENT COMMISSION (CITY OF SEATTLE)

Advises City of Seattle on its community outreach processes

Co-Chair, 6/2017-present, <https://www.seattle.gov/neighborhoods/community-involvement-commission>

### SOCIAL VENTURE PARTNERS (SVP)-SEATTLE

Funds and provides consultants non-profits through a venture philanthropy model

Board member, 9/2012-6/2016, [www.svpseattle.org](http://www.svpseattle.org)

### ECONOMIC DEVELOPMENT COMMISSION (CITY OF SEATTLE)

Advises City of Seattle on its economic development policies

Commissioner, 6/2014-12/2016. <http://seattleedc.com/>

### MLK BUSINESS ASSOCIATION (MLKBA)

An association serving businesses along Martin Luther King Jr. Way South corridor in southeast Seattle

Board chair, 1-12/2013; 9/2009-12/2011; Board member, 5-8/2009, [www.mlkba.org](http://www.mlkba.org)

### NATIONAL ASSOCIATION OF ASIAN AMERICAN PROFESSIONALS (NAAAP)-SEATTLE

Board-at-Large, 1/2012-12/2013; PR/Marketing chair, 1/2010-12/2011, <http://www.naaapseattle.org>

### CELEBRATE ASIA! SEATTLE SYMPHONY ORGANIZING COMMITTEE

PR/Marketing Liaison, 3/2009-3/2012, [www.celebrateasia.org](http://www.celebrateasia.org)



# Julie Pham, PhD

## Education

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UNIVERSITY OF CAMBRIDGE

PhD, Faculty of History, 2008

MPhil, Historical Studies Programme, Faculty of History, 2002

VIETNAM NATIONAL UNIVERSITY, HANOI

Vietnamese language studies, 2002-2003, 2007-2008

UNIVERSITY OF CALIFORNIA, BERKELEY

BA, History, graduated magna cum laude, 2001

## Awards

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2018—Young American Leaders Program (YALP)-Seattle, Harvard Business School

2016—Leadership Tomorrow Class of 2016

2015—German Marshall Memorial Fellow

2013—Voted "Empowered Youth" by Readers' Choice Awards (International Examiner)

2012—Woman of Courage (Women's Center, University of Washington)

2012—Woman of Power: Future Builders (Northwest Asian Weekly)

2012—Tatsua Nakada Youth Award (International Examiner Community Voice Award)

2011—"40 under 40" business leader honoree (Puget Sound Business Journal)

2011—John Merrill Memorial Service Award (Rainier Chamber of Commerce)

2011—Voted 'Innovator', Verizon Wireless APA Heritage Community Roast Awards

2011—2nd Place, Social Issues Writing, Society of Professional Journalists, Northwest Region

2010—New America Media & Atlantic Philanthropies Ethnic Elders Journalism Fellowship

2010—NAAAP-Prudential Benefit to Executive Leadership Institute

2007—Blakemore Freeman Fellow (Blakemore Foundation)

2006—Fulbright IIE Fellowship (declined)

2005—Worts Travelling Grant, Cambridge

2004—Royal Historical Society Grant, Cambridge

2004—Sir John Plumbs Research Grant, Cambridge

2004—Sir Prince Thirwell Grant, Cambridge

2001—Phi Beta Kappa, UC Berkeley

2001—Gates Cambridge Scholarship

2001—Foreign Language Area Studies Fellowship

2001—Haas Scholar Undergraduate Research Fellowship, UC Berkeley

2001—Outstanding Undergraduate Researcher, UC Berkeley

# Community Involvement Commission

Sixteen Members: Pursuant to Ordinance 125192, all members subject to City Council confirmation, one – and two-year terms for the initial round of appointments, two-year terms thereafter:

- 7 City Council-appointed
- 7 Mayor-appointed
- 2 Other Appointing Authority-appointed (specify): Commission-appointed

## Roster

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
5	F	1	1.	City Council District #1	Jasmine Aryana	6/1/20	5/31/22	1	City Council
2	F	2	2.	City Council District #2	Thais Marbles	6/1/19	5/31/21	2	City Council
		3	3.	City Council District #3	VACANT	6/1/18	5/31/20	1	City Council
2	F	4	4.	City Council District #4	Martha Lucas	6/1/19	5/31/21	1	City Council
2	M	5	5.	City Council District #5	William H. Southern, Jr.	6/1/20	5/31/22	2	City Council
6	M	6	6.	City Council District #6	Chris Maykut	6/1/19	5/31/21	2	City Council
			7.	City Council District #7	VACANT	6/1/20	5/31/22		City Council
1	F	2	8.	Member At Large	Julie Pham	6/1/19	5/31/21	2	Mayor
			9.	Member At Large	VACANT	6/1/20	5/31/22		Mayor
			10.	Member At Large	VACANT	6/1/19	5/31/21		Mayor
			11.	Member At Large	VACANT	6/1/20	5/31/22		Mayor
1	F	7	12.	Member At Large	Emily Kim	6/1/19	5/31/21	2	Mayor
			13.	Member At Large	VACANT	6/1/19	5/31/21		Mayor
1	F	2	14.	Get Engaged Member	Robin Kim	9/1/20	8/31/21	1	Mayor
1	M	3	15.	Commissioner	Felix Y. Chang	6/1/19	5/31/21	2	Commission
1	F	6	16.	Commissioner	Carol Redfield	6/1/20	5/31/22	2	Commission

### SELF-IDENTIFIED DIVERSITY CHART

					(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	Male	Female	Transgender	NB/ O/ U	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	1	5			2				1				1
Council	1	2			1	2			1	1			1
Other					2								
<b>Total</b>	<b>2</b>	<b>7</b>			<b>5</b>	<b>2</b>			<b>2</b>	<b>1</b>			<b>2</b>

### Key:

\*D List the corresponding *Diversity Chart* number (1 through 9)

\*\*G List *gender*, M= Male, F= Female, T= Transgender, NB= Non-Binary O= Other U= Unknown

RD Residential Council District number 1 through 7 or N/A

*Diversity information is self-identified and is voluntary.*