



# City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> Leo L. Lam		
<b>Board/Commission Name:</b> City Light Review Panel		<b>Position Title:</b> Residential Customer Representative, Position 4
<input type="checkbox"/> Appointment OR <input checked="" type="checkbox"/> Reappointment		<b>City Council Confirmation required?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Appointing Authority:</b> <input checked="" type="checkbox"/> City Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>		<b>Term of Position: *</b> 10/1/2022 to 9/30/2025  <input type="checkbox"/> Serving remaining term of a vacant position
<b>Residential Neighborhood:</b> Fremont	<b>Zip Code:</b> 98103	<b>Contact Phone No.:</b> [REDACTED]
<b>Background:</b> Mr. Lam has been a Seattleite for over 20 years, and as a former electrical engineering faculty at the University of Washington and a keen researcher in sustainability, he cares deeply about Seattle's energy supply chain. Mr. Lam strongly believes that City Light and the energy culture of the country must be part of the solutions to both climate change and equality issues faced by the City and the nation. Mr. Lam is an innovative executive leader with expertise in multiple arenas ranging from multi-discipline engineering, product design, and strategic consulting to business development and process improvement. He has strong background in market research and scientific communications. Mr. Lam excels in leading organizations through strategic planning, creative solution development, and implementation of large, complex initiatives that dramatically improve performance through a unique skill set. He has proven the ability to lead, motivate, and integrate cross-functional teams and to initiate transformational solutions creating a high-performing workforce and accelerating strategic growth		
<b>Authorizing Signature (original signature):</b>   <b>Date Signed (appointed): Aug. 24, 2022</b>		<b>Appointing Signatory:</b> Sara Nelson Councilmember – District 9

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

## LEO L. LAM, Ph.D.

### SCIENTIFIC & BUSINESS DEVELOPMENT LEADERSHIP

Innovative executive leader with expertise in multiple arenas ranging from multi-discipline engineering, product design, and strategic consulting to business development and process improvement. Strong background in market research and scientific communications. Adept in design and creative endeavors including fashion photography, user experience design and commercial productions. Excel in leading organizations through strategic planning, creative solution development, and implementation of large, complex initiatives that dramatically improve performance through a unique skill set. Proven ability to lead, motivate, and integrate cross-functional teams and to initiate transformational solutions creating a high-performing workforce and accelerating strategic growth.

#### **Core Competencies:**

Management/Leadership • Program Management • Business Change and Adoption • Teaching/Mentoring • Public Speaking and Communication • Finance Strategic Planning and Analysis • Market Research • Financial Modeling • Entrepreneurship

### PROFESSIONAL EXPERIENCE

**WEVE Design**, Seattle, WA

*2018-Present*

*Established to acquire one of the oldest luxury brands in Seattle, Lawrence & Scott.*

#### **CEO**

- Acquired and thoroughly updated the 61 year-old luxury lighting and interior design product company, rescued it from a six figure loss to profitability, saving good paying jobs in the process.
- Re-designed the full-line of product, introduced 30+ new items in the first year, and changed the sales experience focusing on the customers. Increasing brand presence through multiple online platforms resulting in new sales to 42 States and now shipping to over 30 countries.
- Re-imagined the sale process during COVID-19, developed the Exact Color Support™ program to facilitate interior designers working remotely, leading to a 69% increase in revenue in 2020 despite shutdown.
- Optimized manufacturing processes and reduced lead time from 4 weeks to 5 days, an industry leading record, while increasing employees pay to \$50k minimum, with 100% employee retention.
- Won multiple product design awards from 2019 to 2020 from the APEX Design Award and the Design Journals for the fully sustainably, and locally produced Malmo line of lighting products.
- With a new focus in sustainability, achieved Envirostar Tier 3 certification in under 1 year.

**FOLILO, Strategic Consulting**, Seattle, WA

*2013-present*

#### **Principal**

- Value and empathy-based sales consulting for multiple product launches (SQL Server, Azure, Azure Stack etc.), affecting over \$2 billion+ in revenue. Tool developed used by enterprise sales teams at Microsoft.
- Consulted in areas from technology (MEMS, medical software, hardware, sensors) to consumer products and services.
- Advised and coached four award winning companies in the University of Washington Business Plan Competition.

**Womens Business Incubator**, Seattle, WA

*2015-present*

**Founding Board Member, Treasurer**

*A non-profit with a mission to achieve gender equity in entrepreneurship, in the workplace, and at home.*

- Co-founded WBI and its subsidiary The Inc. Coworking + Playschool with a team of professional women to address the inequality in workplace due to motherhood.
- Co-developed and designed the vision and mission of the organization, and setting up a sustainable business and financing model, with 30% YoY growth in services rendered before COVID-19.
- Led financial mitigation and pivoting initiatives during the COVID-19 crisis to maintain services to over 100 essential, and underserved, workers families in the North Seattle area.

**SANSAIRE, Seattle, WA**

2014-2016

*Sansaire was the #1 food product launched on Kickstarter in 2013, with \$800k in their initial campaign.*

**Director of Engineering/Sales**

- Brought in to provide leadership in defining and developing the next generation of products bringing it to the realm of the Internet of Things ecosystem.
- As the product visionary in conjunction with the CEO, produced a product roadmap for the next five years, providing fundamental research and validation for the next generation of products, using forward looking technology forecasts, IP positions and market trends.
- As the Director of Sales for three months, based on global sales trend data, established and built the distributorship network in strategic regions, specifically in Scandinavia, Europe and Asia, providing access to the largest retailers in the region, with new sale volume at over \$1.5 M in 2015.
- Assisted in hiring Sansaire's first sales manager, providing mentorship, and training.

**UNIVERSITY OF WASHINGTON, DEPT. OF ELECTRICAL ENGINEERING, Seattle, WA** 2005-2014

**Lecturer**

- Award-winning lecturer for sophomore and junior level analog circuit, signal processing, semiconductor devices courses and mentoring undergraduate researchers, consistently achieving the highest teaching rating in the College of Engineering and was nominated for 13 teaching awards at the department, college and university levels.
- Assisted in graduate level microfabrication and semiconductor device physics classes. Helped department revise the curriculum and course material to better students' understanding of the core materials.
- Judged and mentored over 50 teams in the senior level Entrepreneurship class (Create a Company) for the past five years at the Foster School of Business. Regular Coach and Judge for the Business Plan Competition for the past 9 years.

**FASHION PHOTOGRAPHER & ART DIRECTOR, Seattle, WA**

2004-Present

- Award winning fashion photographer published globally on four continents including projects on fashion campaigns, commercial productions, corporate rebranding, and magazine editorials.
- Clients include AT&T, Condé Nast, Random House, Tamron USA, Vogue, Sotheby's and more.

**ADDITIONAL WORK EXPERIENCE:**

*IS4D – Seattle, WA, Vice President, Business Development*

*Esys - Bakersfield, CA, Sales Engineer*

*FEI Company - Hillsboro, OR & Japan, Application Development Engineer, Product Marketing Group*

*HiFi World Magazine - London, UK, Contributing Editor*

### **MEMBERSHIP**

**CoMotion @ UNIVERSITY OF WASHINGTON, Mentor & Judge**

2016-Present

- Mentor academic entrepreneurs in forming startups and assist in fundraising through grants and articulating their scientific innovations into commercially viable products or services.

- Judge for multiple CoMotion grants and awarded over \$500,000 in grant money.

**FOSTER SCHOOL OF BUSINESS @ UNIVERSITY OF WASHINGTON, Mentor & Judge** 2007-Present

- Mentor and Judge for the “Create a Company” capstone class, providing both advice and funding for Entrepreneurship Seniors start and run two-quarter long companies. Over \$200,000 awarded, and earned back with 100%+ profits via the mentored teams.
- Mentor and Judge for both the Dempsey Business Plan Competition and the Environmental Innovation Competition, providing assistance and expertise focusing on the medical, energy sustainability and e-Commerce sectors.

**JOURNAL OF POWER SOURCES, Reviewer** 2015-2019

**KEIRETSU FORUM, Due Diligence & Resource Member, Seattle, WA** 2015-2017

- Providing expertise, develop due diligence reports for fellow investing members of the investment network’s process.

**FARMER FROG, Board Member, Everett, WA** 2014-2016

- Working with the Director in strategic planning, communication strategy and fundraising pitches.

**STUFFMAPPER, Board Member, Seattle, WA** 2014-2016

- Advising the Founder on product development, go to market strategy and financial modeling.

**SEATTLE CENTRAL COLLEGE, CREATIVE ACADEMY, Advisory Board Member** 2012-2015

- Advising faculty in curriculum development to match the latest industry needs.

### PROFESSIONAL DEVELOPMENT

**Ph.D.: Electrical Engineering**, University of Washington

**MSEE: Electrical Engineering**, University of Washington

**B.Eng. (Hon.): ACGI, Electrical and Electronic Engineering**, Imperial College London

**Technology Entrepreneurship Certificate, Foster School of Business**, University of Washington  
**Management Certificates**, Delegation, Management, Employees retention, AMA

### PUBLICATIONS

**Time for an Evolution in Anesthesia Drug Delivery - Sep 12, 2020 Journal of Clinical Engineering**

**DETERMINING THE OPTIMAL DISCHARGE STRATEGY FOR A LITHIUM-ION BATTERY USING A PHYSICS-BASED MODEL – 2011 JOURNAL OF POWER SOURCES**

**SEQUENTIAL SIMULATION IN COMSOL USING DIFFERENTIAL EQUATIONS TO PERFORM DIGITAL SWITCHING - 2011 - COMSOL CONFERENCE 2011**

### AWARDS

Best of 2020 Award (2020) in lighting, for the Lawrence & Scott Malmo Glass Pendant

ADEX Design Awards (2019), one Platinum, one Silver for two Lawrence & Scott table lamp designs

Best Fashion Photographer Award (2015), D-List Magazine

Teaching Innovator Award (2010), College of Engineering, University of Washington.

Best Technology Award for IS4D, Inc. Business Plan Competition (2007), University of Washington.

### OTHER LANGUAGES

Cantonese (Fluent), Mandarin (Fluent), French (Advanced Diploma), Japanese (Beginner)



# City Light Review Panel

9 Members: Pursuant to Ordinance 123256, all members subject to City Council confirmation, 3-year terms:

- 4 City Council- appointed
- 6 City Council- appointed
- 8 City Council- appointed

## Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	M	3	1.	Economist	Timothy Skeel	4/11/20	4/10/23	1	Mayor
6	M	4	2.	Financial Analyst	Scott Haskins	4/12/20	4/11/23	1	City Council
6	F		3.	Non-Profit Representative	Kerry Meade	5/1/21	4/30/24	1	Mayor
1	M	6	4.	Residential Customer Representative	Leo L. Lam	10/1/22	9/30/25	1	City Council
6	M		5.	Commercial Customer Representative	Mikel Hansen	4/13/21	4/12/24	2	Mayor
6	F	4	6.	Industrial Customer Representative	Anne Ayre	10/1/22	9/30/25	1	City Council
2	F		7.	Low-Income Customer Representative	Michelle Mitchell-Brannon	4/12/21	4/12/24	1	Mayor
6	M	4	8.	Member at Large	John Putz	10/1/22	9/30/25	2	City Council
6	M		9.	Suburban Franchise Representative	Joel Paisner	5/1/21	4/30/24	1	Mayor

## SELF-IDENTIFIED DIVERSITY CHART

	<div style="display: flex; justify-content: space-between; width: 100%;"> <span>(1)</span> <span>(2)</span> <span>(3)</span> <span>(4)</span> <span>(5)</span> <span>(6)</span> <span>(7)</span> <span>(8)</span> <span>(9)</span> </div>													
	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	3	2				1				4				
Council	3	1			1					3				
Other														
<b>Total</b>	<b>6</b>	<b>3</b>			<b>1</b>	<b>1</b>				<b>7</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.*