



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Steven N. Maheshwary</i>		
Board/Commission Name: <i>Community Technology Advisory Board (CTAB)</i>		Position Title: <i>Member</i>
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment		Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input checked="" type="checkbox"/> Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	Date Appointed: <i>mm/dd/yy.</i>	Term of Position: * <i>1/1/2017</i> to <i>12/31/2018</i> <input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: <i>District 6</i>	Zip Code: <i>98117</i>	Contact Phone No.: <i>N/A</i>
Background: Steven has worked at Amazon for the past three years, currently as an affiliate marketing manager with Prime Video. He currently serves on the board for BUILD, an organization dedicated to teaching entrepreneurship and mentorship for youth in under-resourced communities. Last year, he carried out a Fulbright Scholarship teaching secondary school students in Malaysia – much of his work was in introducing online infrastructure for faculty and students, such as building mobile Android apps and creating online portals for the school. He is particularly interested in CTAB's focus on eGovernment and digital literacy, and served as CTAB's Get Engaged member since September 2017.		
Authorizing Signature (original signature): 	Appointing Signatory: <i>Bruce Harrell</i> <i>Council President</i>	

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

STEVEN N. MAHESHWARY

Education

Harvard University, A.B. in Sociology, Secondary in Economics

Cambridge, MA | Aug 2008 – May 2012

- Harvard Class Day 2012 graduation speaker: [YouTube Link](#)
- Harvard i3 Innovation Challenge winner and current judge
- Member of Harvard College in Asia Program, Boston Refugee Youth Enrichment Program, Harvard-Radcliffe Dramatic Club

Community and Service Experiences

U.S. Department of State, Fulbright Commission, Fulbright Scholarship

Sabah, Malaysia | Jan 2016 – Nov 2016

- [Self-published a non-fiction anthology](#) representing emotional personal narratives and original art from Malaysian teens in Borneo with low English proficiency, a project culminating from a 6 month curriculum on Gratitude involving 300 students from my school
- Created social entrepreneurship programming for my school, coached students to start multiple retail businesses, and helped them develop a comprehensive business plan to provide a safe space for local teenagers suffering from mental health issues
- Presented at the UNITAR U.S. Embassy Conference for English Language Teachers on how to teach entrepreneurship through project based problem solving in Malaysian classrooms
- Taught 22 English classes weekly to students aged 13-19 from special education to remedial to advanced English proficiency
- Led public speaking workshops and coached drama, public speaking, and debate teams
- Planned and executed the "Amazing Race: Find Yourself" leadership and identity camp in the jungle for 106 students
- **Fulbright-based Public Speaking Appearances**
 - Keynote speaker at the 2017 Seattle Professionals in Workers Compensation annual banquet, speaking on gratitude and community building in Malaysia
 - Ignite Seattle 33 speaker discussing "Don't Say Thank You, Say Terima Kasih"
 - 2017 Harvard Thinks Big Conference speaker on gratitude and high school empowerment

Boston Refugee Youth Enrichment, Senior Counselor

Dorchester, MA | Jun 2009 – Jul 2009

- Taught ESL programming and general curriculum to a class of elementary school students (5-7 year olds) with a focus on active citizenship and civics. Students were primarily urban youth whose family members were refugees from various parts of the world including Vietnam, Cape Verde, Haiti, Puerto Rico, and the Dominican Republic
- Class was taught daily for 7 weeks and instruction lasted for 6 hours per day. I picked up and dropped off students and conducted home visits where possible for each student
- [Youtube](#): Choreographed an end of program dance for the class featuring Bollywood dancing and a step/stomp routine (starting 2:35)

Harvard College in Asia Program, Conference Committee, Alumni Relations

Cambridge, MA | Aug 2009 – May 2012

- Helped plan week-long cultural exchange conferences at Harvard every year for students from universities in Asia, and attended similar conferences held by students at their university during our spring break
- **2010 – Mumbai, India** – conference at St. Xavier's university on Social Entrepreneurship. Took video interviews with street entrepreneurs in India and factory owners in Dharavi slum for a potential thesis topic on socioeconomic forces in this slum and was so inspired by my visit that I took an internship in India that summer
- **2011 – Dubai, UAE** – conference at American University on Global Healthcare Needs, attended lectures on Dubai's genetic diseases
- **2012 – Seoul, Korea** – conference at Ewha Women's College on Social Justice and Technology. Met with North Korean defectors and discussed challenges between the two nations and how they affected family relationships across borders

Bank of America Neighborhood Excellence Initiative, Student Leader

Houston, TX | June 2007 – August 2007

- Assisted inner city elementary school teachers in providing summer enrichment to students in subsidized summer schooling. Facilitated classroom and after school program activities; had 1 on 1 tutoring sessions with students in English and spelling
- Program also included a part time internship at Communities In Schools non-profit headquarters where I helped with administrative tasks in HR, Accounting, and Partnership and Resources

Additional Professional Experiences

Amazon.com, Smart Home Services, Product Marketing Manager

Seattle, WA | Nov 2017 – Present

- Leading creation and launch of an Alexa Home Showcase, a catalog of online smart home communities customers can tour in person

Amazon.com, Prime Video, Affiliate Marketing Manager

Seattle, WA | Mar 2017 – Nov 2017

- Owned the Prime Video affiliate marketing channel, the largest affiliate marketing channel at Amazon
- Optimized affiliate rates and UX, driving streaming engagement +454 bps and Prime signups +94% for new affiliates
- Led Prime Video partnerships with Geico, Infiniti, and McDonald's to drive 24M+ impressions to Prime Video
- Planned and launched an Prime Video pop-up lounge in JFK airport, 1.5-2M impressions during holiday period
- Launched native advertising, paid social, and search engine marketing campaigns targeting new customer acquisition
- Created and launched Kudos program to improve peer recognition, used by 40% of organization within first month

Amazon.com, Amazon Home Services, Marketing Manager

Seattle, WA | Apr 2015 – Dec 2015

- Led on-site marketing strategy and execution for Home Services, a marketplace for hiring service professionals
- Proposed and led redesign of Amazon Home Services homepage, modernizing the site and increasing user engagement +37% per day

- Developed core positioning, key messages, and national rollout strategy for Certified Refurbished category on Amazon.com by planning and executing a new Amazon business marketing strategy on-site and off-site, leading to +300% improvement in gross margin sales
- Pioneered mobile marketing strategy on Amazon for Home Services, averaging a higher mix of mobile traffic than Amazon overall. During Prime Day of Deals, the mobile experience drove page view traffic up +1752% to plan and sales +752% to plan

Amazon.com, Movies & TV, Brand Specialist

Seattle, WA | Mar 2014 – Apr 2015

- Managed online marketing, pricing, and inventory for the industry's largest movie studio, facilitating \$250M in annualized revenue for over 6000 products. Outpaced industry growth by +570 bps, and increased market share. Sent over 5M emails and reached over 30M customers with high value email and on-site life cycle marketing programs
- Won highest revenue email campaign award and most innovative email awards by inventing new best practices for email marketing, increasing conversion by +175 bps and email revenue by +65%. Presented to Amazon marketing on best email marketing practices
- Won "Jedi Award" for negotiating >\$1M in funding for Black Friday / holiday product promotions, driving profitability +67.5% YoY
- Led holiday promotions strategy and executed 204 lightning deals to run during the 72 hours between Thanksgiving and Black Friday weekend, leading comprehensive deal monitoring trainings for coworkers during the stressful time period, with a historic zero error rate
- Finalist in Amazon Prime hackathon and presented to head of Consumables, Amazon Instant Video, and more

Microsoft, Device Market Intelligence, Senior Financial Analyst

Redmond, WA | Nov 2012 – Mar 2014

- Considered company-wide subject matter expert on business and consumer PC sales trends, and created market analysis that was presented to CFO of Microsoft, Amy Hood, for her quarterly earnings calls
- Delivered monthly presentations on PC consumption trends in business, academic, and government markets to the leadership of Windows Business and to PC manufacturing partners (OEMs)
- Modeled and published datasets on consumer and enterprise PC and tablet sales and install base (~5000 data points per quarter). Provided data-driven analyses which impacted small business marketing investments in Latin America, informed Office strategy for installing on existing PCs, and estimated market opportunity for premium Windows licenses in academic and government sectors
- Drove model forecasting accuracy by establishing new processes to gather data from 39 sales teams in global markets

Plastiq, Head of Business Development

Boston, MA | Jun 2012 – Nov 2012

- Led business development for tech startup that allows merchants to accept credit card payments for high-value transactions for free
- Managed 20 business clients who used the credit card payment platform and increased client size by 25% in 3 months
- Facilitated over \$2.1M in transaction volume and increased volume by +15% through pricing campaigns and new high volume clients

Raymond James (Morgan Keegan Technology Group), Investment Banking Summer Analyst

Boston, MA | Jun 2011 – Aug 2011

- Worked on 11 buy-side and sell-side deals for Internet/Media, Financial Technology, and Healthcare IT companies
- Prepared comparable transactions, sourced buy-side targets, and created balance sheet projections for a \$100M digital media acquisition and for a potential \$80M sale of an industrial equipment auction website
- Created comprehensive market maps on Internet/Digital Media companies for the bank to source buyable targets for clients

Infosys, Software Engineering and Technology Labs, Global InStep Intern

Bangalore, India | Jun 2010 – Aug 2010

- Developed architecture, market delivery plan, and client research for a social network analysis tool for measuring advertising ROI on social networks, for criminal detection for the military, for retail brand influencer discovery, and for viral disease prediction for healthcare responders
- Wrote case studies on identifying network influence and gave weekly presentations to team leadership, as well as presented to Infosys founder and chairman, Narayana Murthy

Skills and Interests

Skills: SQL, Tableau, Excel, Wix Websites, Photoshop Lightroom, CreateSpace Publishing, Capital IQ, Thomson One, Factset

Interests: Mentorship, creative writing, public speaking, travel, table tennis

Fun Fact: Profiled in Business Insider, Huffington Post, and Geekwire as one of the most eligible bachelors in technology

Community Technology Advisory Board

10 Members: Pursuant to *Ordinance 124736*, all members subject to City Council confirmation, two-year terms:

- 4 At Large City Council-appointed
- 3 At Large Mayor Appointed
- 3 Special Mayor Appointed, representatives of
 - Education
 - Public Access to Telecommunications
 - Get Engaged young adult position

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
2	M	7	1.	Member at Large	Steven Maheshwary	1/1/17	12/31/18	1	City Council
6	F	4	2.	Member at Large	Heather Lewis	1/1/18	12/31/19	2	Mayor
6	M	4	3.	Member at Large	Mark Deloura	1/1/18	12/31/19	2	Mayor
1	F	2	4.	Member at Large	Karia Wong	1/1/17	12/31/18	2	City Council
6	M	7	5.	Education Member	John Krull	1/1/17	12/31/18	1	Mayor
			6.	Get Engaged Member	[Vacant]	9/1/17	8/31/18		Mayor
6	F	4	7.	Member at Large	Charlotte Lunday	1/1/18	12/31/19	1	City Council
2	M	7	8.	Member at Large	Eliab Sisay	1/1/18	12/31/19	2	Mayor
6	M	6	9.	Member at Large	Torgie Madison	1/1/17	12/31/18	1	City Council
3	M	2	10.	Public Access Member	Jose Vasquez	1/1/17	12/31/18	2	Mayor

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	4	1				1	1			3								
Council	2	2			1	1				1								
Other																		
Total					1	2	1			4								

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.