




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Rene J. Peters		
Board/Commission Name: Community Technology Advisory Board		Position Title: Member
<input type="checkbox"/> Appointment OR <input checked="" type="checkbox"/> Reappointment		City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input checked="" type="checkbox"/> City Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other		Term of Position: * 1/1/2021 to 12/31/2022 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: Capitol Hill	Zip Code: 98122	Contact Phone No.: [REDACTED]
Background: René Peters is a Product Manager at NVIDIA, where he leads development of augmented and virtual reality products and platforms. He has worked within multiple cloud computing areas including mixed reality and artificial intelligence during his time within the tech industry. René has a background in Chemical Engineering, having graduated from The Massachusetts Institute of Technology with a Bachelor of Science in the field. Upon graduation, René worked as a Technical Engineering Manager for paper products at Procter & Gamble, where he led engineering projects at P&G's largest American manufacturing plant (Mehoopany, PA). Seeking to learn more about product development, René pursued a dual-degree through The Kellogg School of Management (Master of Business Administration) and The McCormick School of Engineering (Master of Science in Design Innovation) at Northwestern University. During his graduate study, René developed skill in human-centered design of products, services, and experiences. Before his current role, he worked at Microsoft as a Product Marketing Manager for mixed reality. Through his career and other activities, René is focused on using his engineering, business, and product design skill-sets to create high social impact. In the future, he is interested in continuing to impact domestic or national policies at the intersection of science, technology, and equity.		
Authorizing Signature (original signature): 		Appointing Signatory: Alex Pedersen Councilmember, City of Seattle
Date Signed (appointed): 12/30/20		

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

René J. Peters, Jr.

EDUCATION

Kellogg School of Management, MMM Program (McCormick School of Engineering) **Evanston, IL**
M.B.A & M.S., Design Innovation – F.C. Austin Scholar (Kellogg’s highest merit scholarship) **06/16-06/18**

Massachusetts Institute of Technology **Cambridge, MA**
B.S., Chemical Engineering **08/09-06/13**

PROFESSIONAL EXPERIENCE

NVIDIA **Seattle, WA**
Product Manager – Augmented Reality/Virtual Reality **10/20-Present**

Leading ideation and development of AR/VR products and platforms with advanced AI applications across multiple industries. Working between multiple stakeholders, including engineering resources and marketing, to forge product vision, function, and development process. Directs and carries out qualitative and quantitative research on customers (end users, developers, and ecosystem partners) within markets of interest to inform product design decisions.

Microsoft **Redmond, WA**
Product Marketing Manager (PMM) – Mixed Reality Business Applications **07/19-10/20**

- Led go-to-market for incubation-stage augmented reality applications (D365 Connected Store, D365 Guides). Collaborated closely with engineering teams to translate product functionality into cohesive outbound marketing strategy including value proposition, messaging frameworks, naming, launch approach, strategy/roadmap planning, web presence, customer acquisition, customer engagement, industry events, partner engagement, and field/sales enablement.
- Matured Connected Store to Public Preview status through a multifaceted event strategy, such as a virtual launch event, 600+ executive demonstrations at National Retail Federation, 20+ online seminars, and tutorials with 500+ field sellers.

PMM / Business Planner / Integrated Marketer – Cloud Marketing (OnRamp Rotational Program) **07/18-07/19**

- Carried out research on internal and external AI, ML, and DL workload utilization across industry. Determined short and long-term plans for Microsoft cloud infrastructure (CPU, GPU, ASIC, etc.) management based on industry trends.
- Curated industry-specific customer stories featuring Azure AI products by developing deep technical understanding of AI solutions architectures, such as machine learning models, bot interfaces, and five-senses perception. Collaborated with a network of account executives, cloud architects, sales experts, external partners, and engineers.
- Improved Azure AI value communication by building pitch decks for several key industry use-cases and revamping the Azure AI webpage. Materials include detailed information on solutions architectures for technical audiences.

Cloud Platform – Azure Product Marketing Management Intern, Serverless **06/17-09/17**

- Executed market research to define growth & go-to-market opportunities by developing a detailed document that included a landscape description of ‘serverless’ field, and competitive analysis of key competitors (AWS, GCP).
- Curated a dataset from top 20 Azure consumers by interviewing them on their adoption, use-cases, and feedback.
- Researched, designed, and launched marketing email reach-out experimentation to 3,500+ Azure customers.

Procter & Gamble **Mehoopany, PA**
Family Care Engineering - Technical Engineering Manager, Papermaking **06/13-06/16**

- Led full engineering project lifecycle: feasibility, capital estimation, funding, contractor bid, construction, and post-construction checks, including direct technical support as engineering single point of contact to 2 of 8 paper machines.
- Completed projects carrying total of \$1.7M in capital and delivering over \$198K in annual savings to the plant.
- Managed and coordinated \$11M of Mehoopany scope within \$22M total scope for multi-site safety initiative.

Community Technology Advisory Board

10 Members: Pursuant to Ordinance 124736, all members subject to City Council confirmation, 2-year terms:

- 4 City Council- appointed
- 6 Mayor- appointed

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
1	F		1.	Member at Large	Leah Shin	1/1/21	12/31/22	1	City Council
3	F	3	2.	Member at Large	Camille Malonzo	1/1/20	12/31/21	1	Mayor
6	M	7	3.	Member at Large	John C. Krull	1/1/20	12/31/21	1	Mayor
2	M	3	4.	Member at Large	Rene J. Peters	1/1/21	12/31/22	2	City Council
2	M	7	5.	Education Member	Lassana Magassa	1/1/21	12/31/22	2	Mayor
6	M	4	6.	Get Engaged Member	David Kirichenko	9/1/20	8/31/21	1	Mayor
2	M	7	7.	Member at Large	Tyrone Grandison	1/1/20	12/31/21	1	City Council
2	F	7	8.	Member at Large	Nicole Espy	1/1/20	12/31/21	1	Mayor
2	M		9.	Member at Large	Femi Adebayo	1/1/21	12/31/22	1	City Council
6	M	3	10.	Public Access Member	Brandon Lindsey	1/1/21	12/31/22	2	Mayor

SELF-IDENTIFIED DIVERSITY CHART

	<div style="display: flex; justify-content: space-around; font-weight: bold;"> (1) (2) (3) (4) (5) (6) (7) (8) (9) </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	4	2				2	1			3			
Council	3	1			1	3							
Other													
Total	7	3											

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.