



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Leah Shin		
Board/Commission Name: Community Technology Advisory Board		Position Title: Member
<input checked="" type="checkbox"/> Appointment OR <input 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: N/A	Zip Code: 98204	Contact Phone No.:
Background: As a lifelong Washingtonian and Seattle native, Leah grew fascinated by people and is human-centered in everything she does. As a University of Washington Bothell alumni, she continues to build products that are inclusive, interactive, and have the core mission to make lives easier in every aspect of my daily life. She built her professional skillset and experience in a variety of roles and projects locally. An innovator at heart, she created my Gender Vender team, a vending machine pop-up, which received a grant from the Seattle Pacific Science Center to support Seattle womxn-owned businesses and raised money for Girls & Women in STEM. Leah has work experience at T-Mobile, BCW Global, Jumpstart, Peach, and now Microsoft in roles such as Product Management, Technology Solutions Management, Marketing & Operations Communications Management, Technology Product Management, Cybersecurity Policy and Governance Management, Public Relations, Market Research, and Product Development.		
Authorizing Signature (original signature): Date Signed (appointed): 12/30/20		Appointing Signatory: Alex Pedersen Councilmember, City of Seattle

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

Leah Shin

Tech, Design & Business for Good.

I tell brand stories through creative marketing, design strategy, and product management. Fascinated by people and technology, and human-centered in everything I do.

Greater Seattle Area

Education

University of Washington

Jun '19

Bothell, WA

B.A. in Interactive Media Design & Business

GPA 3.61 Husky 100, Stanford Future Leader, Harvard Peek Scholar

Coursework

Microeconomics/Macroeconomics/Managerial Economics
Calculus/Statistics/Computer Programming I/Data Visualization
Financial Accounting/Managerial Accounting/Design Contexts
Business Law/Research Writing/Management of Organizations

Work Experience

Product Marketing Manager Sep '19-Present

M365 Consumer Research, Windows, MLS&D at Microsoft

- Two-year full-time rotational program for Microsoft MCB
- Lead an 18 million Windows beta testing program world-wide
- Use HCD and insights to inform early-stage concepts in CVT Program
- Lead ideation and design sprints with five Modern Life PMM teams
- Execute qualitative and quantitative research on Family Research
- Design and present research reports to influence product roadmap

Public Relations & Communications Intern Jun '19-Aug '19

Direct Impact at BCW Global

- DC Account focused in grassroots PR campaigns with Fortune 500 financial and automotive clients supporting PM and comms strategy
- Copywriting for 20 bylines, press releases, and media lists
- Managed media tracker for Central region to land 30 placements
- Participated in five crisis management reporting sessions
- Designed slides for BCW executives to tell our media strategy

Technology Product Manager & Cybersecurity Intern Oct '18-Jun '19

Integration Technology & Digital Security at T-Mobile

- Supported SVPs and VPs across TMO and Sprint to discuss the merger from a product rationalization lens
- Help facilitate conversation for walk the wall merger discussions
- Led weekly scrum meetings for cybersecurity policy and governance
- Grew cybersecurity toolkit in logging, monitoring, and data security

Marketing Operations Comms Management Intern Jun '18-Sep '18

Central Marketing Organization at Microsoft

- Led weekly cross-functional sync on a digital transformation HoloLens AI/VR/MR pop-up experience for B2B clients
- Developed digital transformation story hub collecting over 100+ partner and consumer solution stories supporting demo creation
- Designed customer journey flow for five strategic accounts
- Created strategy for launch and collected stakeholder feedback

Product Manager & Technology Manager Intern Jun '17-Jun '18

Coverage Solutions & Digital Technology Dev at T-Mobile

- Created journey maps via slide deck format; presenting customer flow and highlighting pain points based on product testing results for Care and Retail
- Led Friendly User Trial (FUT) with 200 individuals to aggregate user feedback to improve CX for T-Mobile and MPCS Coverage Devices
- Managed backlog and daily syncs of design, EIT, web, and engineering changes for Coverage and Personal Comparison maps

Skills & Competences

Digital Marketing & Social Media

Customer Market Research

Storytelling with PowerPoint & Excel

HTML/CSS/JAVA

Project Management

Projects

Co-Founder at Now Spoke Sep '19-Present

- Empowering students to discover their career path through classroom visits and case studies
- Piloted talks with first generation and students of color with three classroom visits and virtual sessions upcoming

Co-Founder at Gender Vender Sep '18-Present

- Interactive pop-up vending machine where 100% of items are woman-owned and 100% funds donated to women
- Lead a team of five amazing developers and designers to tell the stories of 10 women-entrepreneurs

Strategy & Marketing at Eventplore Mar '19-Feb '20

- A centralized platform to connect college students to events on their campus and build community
- Led outreach and growth strategy by launching giveaway campaigns increasing total sign-ups to over 1,000

Past Projects

- + **Student Body President:** Led a team of 15 student leaders to launch initiatives that represented the student voice
- + **Jumpstart:** Supported Jumpstart.me creative design & marketing strategy for social and digital media
- + **AAPI Social Movement:** BeSpoken is partnered with 14+ universities to empower AAPIs for AAPI Heritage month
- + **Peach Campus Ambassadors:** Worked with food delivery service to increase sales and pilot streamline PCA Program
- + **Literacy for Love:** Launching social marketing campaign collecting \$55,000 worth of books for ELL students

Honors & Awards

- The LAGRANT Foundation Scholarship
- Phil & American Dream Foundation Scholarship
- BECU Foundation Scholarship
- Prudential Spirit of Community Scholarship
- Soroptimist International Scholarship
- Diversity Makes a Difference Scholarship
- AXA Achievement Scholarship
- **Seed Funding:** 1st Place D&I, CBC and Lavin Seed Fund.
- **Patent:** July 2020 geofencing for family members.

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

			(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	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.