



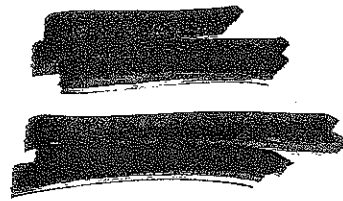
City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Eliab Sisay</i>		
Board/Commission Name: <i>Community Technology Advisory Board</i>		Position Title: <i>Get Engaged 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 type="checkbox"/> Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Specify appointing authority</i>		Term of Office: <i>9/1/16 to 8/31/17</i>
Residential Neighborhood: <i>North Queen Anne</i>	Zip Code: <i>98119</i>	Contact Phone No.: <i>N/A</i>
Legislated Authority: <i>Ord. 124736</i>		
Background: Eliab works as a manager for growth operations at Porch.com, a local home improvement tech company. He also currently serves as a hometown mentor at West Seattle High School with the College Success Foundation. As a mentor he meets with low-income, high-potential students that are part of the CSF Achievers Scholars Program, to provide mentoring, academic advising, college planning, university campus visits and scholarship search support. Eliab recently completed a 6 month fellowship with Puget Sound Sage's Community Leadership Institute, which trains leaders from traditionally underrepresented communities and communities of color.		
Date of Appointment: <i>7/29/16</i>	Authorizing Signature (original signature): 	Appointing Signatory: <i>Edward B. Murray</i> <i>Mayor of Seattle</i>

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 CITY OF SEATTLE
 2016 AUG 26 PM 1:59
 CITY CLERK

ELIAB SISAY

Strategic collaborator driven to cultivate excellence in people and organizations.



SUMMARY OF QUALIFICATIONS

- A strong competitive attitude with demonstrated self-motivation and exceptional work ethic
- Excellent interpersonal and communication skills, both oral and written
- Valuable leadership, relationship building, strategic planning, and a growing analytical skill set
- Effective project management skills with the ability to lead and balance multiple time-sensitive projects
- High emotional intelligence - able to interact with technical, operational, and business teams at multiple levels
- Strong presentation skills and the ability to articulate complex concepts to diverse audiences
- Excels in handling ambiguity, and thrives in environments where teamwork and collaboration are encouraged

RELEVANT EXPERIENCE

Porch.com Inc., Seattle, WA

Current

Manager, Growth Operations

- Drove business growth through the operationalization of new business verticals by designing solutions, developing business cases, and managing projects from product and service design to development, implementation, launch, and scale.
- Product Management: Conceived and developed new products, managing tradeoffs and evaluating opportunistic new ideas with internal and external partners.
- Program Management: Lead large projects for cross-functional v-teams focused on the delivery of new features, services, products, and systems ensuring consistent, quality, on time delivery against all projects. Contributing business and technical skills, assessing and managing risks, measuring and reporting on progress, anticipating and resolving bottlenecks, and measuring impact of initiatives on business results.
- Communication & Reporting: Drove weekly meetings to review metrics including investigation quality, service level agreements, and system misses; identifying root causes and creating action plans to address issues.

Strategic Partner Account Manager

- Launched, managed, and grew major strategic channel partnerships through ongoing management of key partnership deliverables and partner expectations throughout the partner lifecycle.
- Developed opportunities to optimize the partnership to increase activation and generate incremental revenue by working closely with the partner marketing team to develop partnership collateral and execute key partner marketing initiatives.
- Worked collaboratively with the executive, technical, operational, and business teams to ensure effective cross functional alignment in the development and execution of business development projects and partnerships.
- During term in position: Led partner marketing initiatives resulting in a 300% increase in monthly partner channel member activations, implemented on-boarding process improvements resulting in a 30% decrease in attrition, drove a 2.2x increase in monthly recurring revenues to \$51k

Allied Trade Group Inc., Seattle, WA

February 2010 – May 2014

Business Development Manager – Lowes Canada

- Developed strategic partnerships and programs that enhance the value of ATG solutions and deliver substantial new revenues through the "online exclusive" program on Lowes.ca.
- Responsibilities included: Identifying new sales and distribution channels in Canada - negotiating and closing commercial agreements, launching and managing new and existing channel partners, crafting and executing marketing plans with key partners, and serving as the liaison between the Lowes Canada corporate team and the technical, operational, and business teams at ATG.
- During term in position: \$7.1M in 1st year revenues, Doubled the number of online exclusive vendors, Implemented cost effective cross-border shipping program allowing partnerships with US based vendors – projected to triple the number of online exclusive vendors by year end, Met and exceeded performance objectives.

Category Manager – Sporting Goods & Fitness

- Managed and oversaw the Sporting Goods & Fitness channel.
- Served as a key member of the Business Development team in helping to define and deliver the overall go-to-market strategy, driving top line revenue growth and overall market adoption.
- Responsibilities included: Brand development, web site traffic growth, web site UI, and working with key vendors on various topics ranging from strategic planning and policy formulation based on best practices to complete product line analysis. Position includes supervisory responsibilities.
- During term in position: Increased revenues 38%, Increased conversion rate an average of 80bp, Increased average order size 33%, Led two successful marketing initiatives, Turned Sporting Goods into a profitable channel.

Supplier Relations Analyst (Brand Manager)

- Managed over 120 brands of the Lighting Universe line.
- Responsibilities included: merchandising brands on relevant sites, vendor contract negotiations, brand optimization, content management, prospecting and developing new business opportunities.
- Consistently exceeded key performance metrics; actively communicating with vendors to maximize sales and in turn the profitability of the Lighting Universe line.
- During term in position: Increased value of brands from \$560k to \$1M, Increased net profit from \$200k to \$390k.

Calee Marketing Inc., Bellevue, WA

June 2009 – October 2009

B2B Account Executive, Corporate Trainer

- Managed a portfolio of 47 businesses in the greater Seattle area.
- Conducted new business prospecting and development, scheduled client introductions and meetings, and prepared presentations, proposals, and bid specifications to strategically win new business.
- Lead sales teams of account executives, transferring product knowledge, sales techniques, and portfolio development skills.
- Ranked in the top 5% of over 700 Account Executives nationwide.

EDUCATION

University of Washington

Bachelor of Arts, Business Administration - Finance & Marketing, May 2009

Professional Development:

Seattle Central Community College

New Manager Certificate Program, Business Administration and Management, Sept. 2012

- Focused training in key management skills. Along with basic managerial training, completed courses in: Delegation & Supervision, Budget Management, Team Management, & Change Management.

ACTIVITIES & COMMUNITY INVOLVEMENT

College Success Foundation: Hometown Mentor

University of Washington Tyee Sports Council: Member

Toastmasters International: Member

Big Brothers/Big Sisters of Washington: Big Brother

Community Technology Advisory Board (CTAB)¹

As of 8/1/2016

10 members: 9 members with two-year terms, renewable for one additional term; and 1 Get Engaged young adult member with a one-year term. Per Ordinance Number 124736, all subject to Council confirmation.

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

D*	G	Position No.	Position Title	Name	Term Start Date	Term End Date	Term #	Appointed By
1	F	1	At Large	Amy Hirotaka	1/1/15	1/1/17	1 st	Council
6	F	2	At Large	Heather Lewis	1/1/16	1/1/18	1 st	Mayor
6	M	3	At Large	Mark DeLoura	1/1/16	1/1/18	1 st	Mayor
1	F	4	At Large	Karia Wong	1/1/15	1/1/17	1 st	Council
		5	Education	Vacant	1/1/15	1/1/17	1 st	Mayor
2	M	6	Get Engaged	Eliab Sisay	9/1/16	8/31/17	1 st	Mayor
1	M	7	At Large	Chris Alejano	1/1/16	1/1/18	2 nd	Council
1	M	8	At Large	Joneil Sampana	1/1/16	1/1/18	2 nd	Mayor
2	F	9	At Large	Nourisha Wells	1//15	1/1/17	2 nd	Council
3	M	10	Public Access	Jose Vasquez	1/1/15	1/1/17	1 st	Mayor

Diversity Chart:

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)				
	Men	Women	Vacant	Minority	Asian-American	Black/African American	Hispanic/Latino	American Indian/Alaska Native	Other ***	Caucasian/Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	4	1	1	3	1	1	1			2			
Council	1	3	0	4	3	1							
Other													
Total	4	4	1		4	2	1			2			

Key:

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

**G List gender, M or F

***Other Includes diversity in any of the following: race, gender and/or ability

¹ Formerly the Citizens Telecommunications & Technology Advisory Board