



# City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> <i>Alexis Rodich</i>		
<b>Board/Commission Name:</b> Labor Standards Advisory Commission		<b>Position Title:</b> <i>Member, Position 2</i>
<input checked="" type="checkbox"/> <b>Appointment</b> OR <input type="checkbox"/> <b>Reappointment</b>		<b>City Council Confirmation required?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Appointing Authority:</b> <input type="checkbox"/> City Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other:		<b>Term of Position: *</b> 5/1/2020 <b>to</b> 4/30/2022  <input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i>
<b>Residential Neighborhood:</b> Council District 7	<b>Zip Code:</b> 98101	<b>Contact Phone No.:</b> [REDACTED]
<b>Background:</b> Alexis Rodich is the Director of Research and Policy for Service Employees International Union (SEIU) Local 775, the caregivers' union representing more than 45,000 workers in Washington State and Montana. Alexis and her team have developed bold policy to address harassment, abuse, and discrimination toward caregivers, fight discriminatory barriers to entering the home care profession, and raise standards for domestic workers and gig workers in the city of Seattle. Alexis holds an MBA from the Kogod School of Business at American University and prior to joining SEIU 775 in 2017, served in various roles at SEIU's headquarters in Washington DC and in the private sector.		
<b>Authorizing Signature (original signature):</b> 		<b>Appointing Signatory:</b> <i>Jenny Durkan</i> Mayor of Seattle
<b>Date Signed (appointed):</b> 3/30/21		

# Alexis Rodich

• Seattle, WA

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## PROFESSIONAL EXPERIENCE

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### Research & Policy Director

2017 - Present

#### SEIU 775

- Lead SEIU 775's research and policy team, continuing the local's long tradition of building power for caregivers and other low-wage workers through bold policy and innovative models of worker organizing

### Digital and Business Strategy Consulting

2015 – 2016

*Consulting practice focused on digital and business strategy in the music industry and political arena. Projects include:*

#### Indivisible (National)

- Implemented non-profit financial operations; created and managed \$2,000,000 master and operating budgets
- Identified non-profit fiscal sponsor; negotiated 501c4 and 501c3 fiscal sponsorship agreements
- Developed organization wide data strategy and implementation plan

#### ZZK Records & Films

- Developed worldwide album release and tour marketing campaigns in English, Spanish, and French
- Implemented PR and business development CRM system; oversaw all email marketing communication
- Created business plan, label launch strategy, and release campaigns for new imprint AYA Records

### Director of Tour Marketing

2013 -- 2014

#### AM Only / Paradigm Talent Agency

- Established scalable, data-informed marketing infrastructure to drive ticket sales for >5000 annual events
- Negotiated and oversaw the allocation of >\$1,000,000 in tour marketing and ad spends
- Established agency wide ticket data standardization, utilization, and reporting strategy

### Founding Team Member & Director of Artist Services

2009 -- 2013

#### Bandsintown

- Lead Artist Platform launch and growth strategy, resulting in product adoption by more than 150,000 touring artists
- Oversaw 3-5 person team responsible for marketing, support, community management, and business development
- Served as spokesperson in publications and at industry conferences and events

### Various, Research Department & Exec. office

2004 -- 2008

#### Service Employees International Union (SEIU)

- Conducted policy, industry, and market specific research in support of organizing and bargaining strategy
- Managed research associates and analysts, responsible for hiring and day-to-day management
- Conducted capital market research including financial statement analysis, analysis of corporate structure, and power mapping

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## EDUCATION

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### MBA (Finance)

Kogod School of Business  
American University

### BA (International Economics)

School of International Studies  
American University

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## TECHNICAL COMPETENCIES

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- **Analytics:** Statistics, SQL\*, Python\*, Tableau, advanced Excel
- **Web Dev:** basic HTML, basic CSS, Adobe Photoshop
- **Email List & CRM:** Mailchimp, Sendgrid, Highrise
- **Research:** Financial analysis, FOIA, EDGAR,

# Labor Standards Advisory Commission

15 Members: Pursuant to *Ord. 124643*, all members subject to City Council confirmation, 2-year terms:

- 7 City Council-appointed
- 7 Mayor-appointed
- 1 Other Appointing Authority-appointed (specify): Commission-appointed

## Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
	F	2	1.	Commissioner	Elizabeth Ford	5/1/19	4/30/21	2	Mayor
			2.	Commissioner	Alexis Rodich	5/1/20	4/30/22	1	Mayor
2	M	2	3.	Commissioner	Afeworki T. Ghebreiyesus	5/1/21	4/30/23	1	Mayor
			4.	Commissioner	Annie Wise	5/1/20	4/30/22	1	Mayor
6	F	7	5.	Commissioner	Tracy Taylor	5/1/21	4/30/23	1	Mayor
6	M		6.	Commissioner	Andrew Beane	5/1/20	4/30/22	2	Mayor
			7.	Commissioner	Diana Ochoa	5/1/21	4/30/23	1	Mayor
			8.	Commissioner	Artie Nosrati	5/1/20	4/30/22	2	City Council
			9.	Commissioner	Will Pittz	5/1/19	4/30/21	1	City Council
6	F	1	10.	Commissioner	Samantha Grad	5/1/20	4/30/22	2	City Council
			11.	Commissioner	Gay Gilmore	5/1/19	4/30/21	1	City Council
6	F	NA	12.	Commissioner	Ilona Lohrey	5/1/20	4/30/22	1	City Council
6	F	2	13.	Commissioner	Marilyn P. Watkins	5/1/19	4/30/21	1	City Council
1	F	3	14.	Commissioner	Jeanie Chunn	5/1/20	4/30/22	1	City Council
1	M	2	15.	Commissioner	Joel Shapiro	5/1/21	04/30/23	1	Commission

## 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	2	2				1				2			
Council		4			1					3			
Other					1								
<b>Total</b>	<b>2</b>	<b>6</b>			<b>2</b>	<b>1</b>				<b>5</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.*