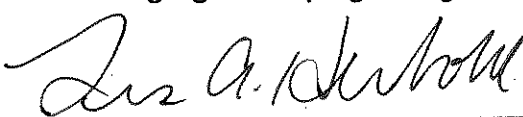




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Ruchika Tulshyan</i>		
Board/Commission Name: <i>Seattle Women's Commission</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>Specify appointing authority</i>		Term of Office: <i>07/02/16 - 07/01/18</i>
Residential Neighborhood: <i>Downtown Neighborhood District</i>	Zip Code: <i>98164</i>	Contact Phone No.:
Legislated Authority: <i>SMC 3.14.920, SMC 3.14.921, SMC 3.51.010, Ordinance 118392, Ordinance 120871, Ordinance 120325, Ordinance 123219</i>		
Background: <p>Ruchika Tulshyan has written extensively about gender and race in the workplace. Her professional experience includes her work as an author and speaker with Forbes Media, adjunct faculty with the University of Washington and her role as funding editor with The Establishment. She recently authored her first book, <i>The Diversity Advantage: Fixing Gender Inequality In The Workplace</i> (Forbes: 2015). She is on the board of several Seattle-based organizations including The Seattle Globalist and serves on the Leadership Program Committee of the Women's Funding Alliance. Ruchika is passionate about advocating for economic opportunities for women and elevating the voices of women of color and immigrants.</p>		
Date of Appointment: <i>Confirmation</i>	Authorizing Signature (original signature): 	Appointing Signatory: <i>Councilmember Lisa Herbold</i> <i>Seattle City Council</i>

RUCHIKA TULSHYAN

PROFESSIONAL EXPERIENCE

FORBES MEDIA, Seattle, WA

10/2015 - Present

Author / Speaker, *The Diversity Advantage: Fixing Gender Inequality In The Workplace (Forbes: 2015)*

- Published first e-book on strategies to attract, retain and promote women in the workplace. Interviewed over 30 corporate leaders around the world for the book.
- Regular speaker at events and to media on fixing gender inequities in the workplace. Specific focus on the gender wage gap, parental leave and advancing women to leadership positions.
- Contribute regular Opinion pieces in local and national media on advancing women.
- Currently working on publishing print version with updates.

UNIVERSITY OF WASHINGTON, Seattle, WA

10/2015 - Present

Adjunct Faculty, Department of Communication

- Lead COM 364 "Journalism in a Diverse Society" for undergraduate students in the journalism program. The class marries practical skills required for career journalists today, while learning how to cover diverse and underserved communities in the Puget Sound area.
- All students in my Fall 2015 class had the stories produced for class published by independent local media.

THE ESTABLISHMENT Seattle, WA

10/2015 - Present

Founding Editor

- Serve on the founding and strategic team of theestablishment.co, a daily news Web site that is entirely women-funded-and-run.
- Edit 5-8 stories weekly on issues to do with gender, sexuality, politics, health, foreign policy and social justice.
- Within 95 days since launch, the Web site has garnered 1 million unique visitors and over 1.5 million page views.

FORBES WOMAN, WSJ EXPAT AND OTHERS, various locations

01/2008 – Present

Diversity and Leadership Writer / Editor

- Write a regular blog on [Ethnic and gender Leadership for Forbes.com](http://EthnicandgenderLeadershipforForbes.com) since August 2013. I post an average of 3-5 posts a month, with a singular focus on covering female leadership, racial diversity, empowerment and opportunities for girls and women. Readership of my posts averages 100,000 views per/month.
- Regular contributor for the Wall Street Journal's "Expat" section. I write regular stories on global citizens, identity and race.
- Previously, I co-launched [Forbes's World with a View blog](http://Forbes'sWorldwithaViewblog), the inaugural Forbes site for international female leadership stories.
- Other publications include CNN Leading Women, Diversity Woman Magazine, UAE-based Vision Magazine, Citibank's Leading Women, Huffington Post, Vogue, Global Post, others.

VARIOUS

01/2013 – Present

Freelance Content Strategist and Writer

Consult on content strategy and development to a number of clients. My current clients are in the technology, national recruiting, international automotive and retail industries. I am also evaluating two nonprofit pro bono opportunities. I help companies develop their content strategy and align it to measurable goals. I also advise on leveraging social media and analytics for brand-building, customer acquisition and content sharing.

APPTIO INC., Bellevue, WA

10/2013 – 11/2014

Content Marketing and Social Manager

Developed and implemented an integrated communications strategy that drove lead generation, brand awareness and media engagement.

- Responsible for overhaul of blog strategy of Apptio.com/blog. Content production increased 400% under my strategic direction.

- Oversaw strategy of video production, infographics and worked closely with graphic designers for all digital and print communication needs.
- Drove all editorial strategy for Apptio's CIO and IT leader audience, breaking down deeply complex, technical topics into content that was widely-consumable.
- Drove and created content focused on IT conversations in relevant news stories and media.
- Developed, implemented and owned bi-monthly prospect newsletter, which included design and content planning. Open and click-through rates doubled after content approach restructure and redesign.
- Handled all social media for the company; from identifying influencers on Twitter; to curating relevant content to Tweet and post on LinkedIn. I also conceptualized and created the company's first e-magazine CIO Central. Conduct trainings on social media best practices, and run all event-based social media for the company.

ATLANTA BUSINESS CHRONICLE (American City Business Journals), Atlanta, GA

01/2013 – 07/2013

Money Reporter / Female Leadership Reporter

Developed deep source-building relationships with top level executives and industry leaders, independently managing the finance beat. Covered Fortune 500 companies and multi-billion dollar banks, hedge funds, and private equity/investment firms. Provided quick turnaround on breaking stories on the web, especially for companies reporting earnings. Engaged readers through Twitter, Facebook, and LinkedIn.

- Wrote two weekly breaking news stories on finance and investment community as well as a column for print newspaper. Produced and selected art / photo assignments to correspond with stories.
- Advanced knowledge of Securities and Exchange Commission filings, quarterly and annual earnings reports, financial announcements to do with M&A activity, stock splits etc.
- Launched two blogs, including Femme Fortune, the publication's first women's leadership blog.
- Participated in speaking engagements, including on-stage interview with Home Depot CFO Carol Tome; moderated entrepreneurship panel for annual Women's Leadership Forum (760 attendees).

LITTLE PINK BOOK, Atlanta, GA

06/2012 – 12/2012

Senior Editor

Conducted metrics analysis to identify stories that engaged readers; wrote, assigned, and edited a minimum of eight stories per week on career women, finance, and entrepreneurship. Managed four internal staff members, 12 freelance writers, and 20 regular expert bloggers, plus set and managed content budget; edited posts and developed newsworthy story ideas. Managed strategic partnerships with Fortune 500 companies to develop editorial website content. Selection of stories.

- Wrote winning application essays for Stevie Awards; won the gold award for Website of the Year 2012 and silver award for Women Helping Women Business of the Year 2012.
- Increased readership by 65% with new visitors on website during first three months of tenure.
- Generated more than 1,400 new Facebook page "Likes" and 1,500 new Twitter followers in four months; managed website and social media content.

EDUCATION

LEADERSHIP TOMORROW, Seattle, WA

2016

Selected for the 2016 class of Leadership Tomorrow. The program prepares, challenges and engages emerging and existing leaders through leadership development for the benefit of the Puget Sound region. Each challenge day educates the class on issues facing our region. I have also participated in the program's two-day retreat focusing on racism and reaching racial equity.

COLUMBIA UNIVERSITY, New York, NY

2010

Master of Science in Print News Journalism

Courses include: Radio broadcast, photography, business news journalism, reporting and writing basics, journalism ethics and media law, Master's thesis on detailed investigation into the effects of trauma on three different individuals.

LONDON SCHOOL OF ECONOMICS AND POLITICAL SCIENCE, London, UK

2008

Bachelor of Science in Political Science and International History (Joint Honors)

CURRENT VOLUNTEER WORK

SEATTLE GLOBALIST, SEATTLE Board Member	02/2016 - Present
WOMEN'S FUNDING ALLIANCE, SEATTLE Member, Leadership Program Committee	09/2015 – Present
UPAYA SOCIAL VENTURES, SEATTLE Founding Board Member of Seattle Chapter	01/2015 – Present
SEATTLE GLOBALIST, SEATTLE Co-Director, Youth Apprenticeship Program	01/2015 – Present
TEDXCENTENNIALPARK WOMEN, ATLANTA Founding Member and Marketing & Social Media Strategist	09/2012 – Present

OTHER ACHIEVEMENTS

- Selected as one of 16 minority writers for *The Guardian U.S.* diversity pitching workshop, July 2014.
- Career mentor for a graduate of the *Year Up! Puget Sound* program.
- Regular speaker on women's leadership on radio, television and events. Interviewed for television story on college decisions on Al Jazeera America (May 2015).
- Trilingual: English, French and Hindi.
- Global experience working and living in Singapore, India, the United Kingdom and United States.

Seattle Women's Commission

MAY 2016

21 Commission members: Per SMC. 3.14.920, Confirmed by City Council 2-year terms, all subject to City Council confirmation, 2-years for each term 1-year terms:

- 9 City Council-appointed
- 9 Mayor-appointed
- 2 Appointed by Commission, Confirmed by City Council
- 1 Member Get Engaged Program Appointed by the Mayor Confirmed by City Council
1-year term appointed in September

Roster:

*D	**G	Position No.	Position Title	Name	Term Start Date	Term End Date	Term #	Appointed By
2	F	1.	Member	Alyson L. Palmer	Confirmation	07/01/17	1 st	Mayor
2	F	2.	Member	Teresa Springer	12/15/14	07/01/16	1 st	Mayor
6	F	3.	Member	Jaron Reed Goddard	10/12/15	07/01/17	2 nd	Mayor
1	F	4.	Member	Sarah Domondon	12/15/14	07/01/16	1 st	Mayor
2	F	5.	Member	Tracey Whitten	10/12/15	07/01/17	2 nd	Mayor
6	F	6.	Member	Erica J. Soelling	Confirmation	07/01/17	1 st	Mayor
		7.	Member	Vacant		07/01/17		Mayor
6	F	8.	Member	Morgan R. Beach	07/02/2015	07/01/17	2 nd	Mayor
1	F	9.	Member	Lylianna Allala	09/30/14	07/01/15	1 st	Mayor
9	F	10.	Member	Idabelle Fosse	Confirmation	07/01/17	1 st	City Council
6	F	11.	Member	Honey Jo Herman	06/08/15	07/01/15	1 st	City Council
6	F	12.	Member	Alison Mondri	09/08/15	07/01/17	2 nd	City Council
2	F	13.	Member	Phyllis Lewis	09/29/14	07/01/16	2 nd	City Council
2	F	14.	Member	Mergitu Argo	08/04/14	07/01/16	2 nd	City Council
3	F	15.	Member	Elsa Batres-Boni	09/08/15	07/01/17	2 nd	City Council
2	F	16.	Member	Rokea Jones	Confirmation	07/01/17	1 st	City Council
5	F	17.	Member	Ruchika Tulshyan	07/02/16	07/01/18	1 st	City Council
2	F	18.	Member	Lakeisha Jackson	12/15/14	07/01/16	1 st	City Council
6	F	19.	Member	Michele Frix	08/04/14	07/01/16	2 nd	Commission
6	F	20.	Member	Nicki Olivier Hellenkamp	09/08/15	07/01/17	2 nd	Commission
2	F	21.	Get Engaged	Loida C. Erhard	09/08/15	09/30/16	1 term	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	0	8	1	5	2	3	0	0	0	3	0	0	0
Council	0	9	0	7	0	4	1	0	1	2	0	0	1
Comm	0	2	0	0	0	0	0	0	0	2	0	0	0
GE	0	1	0	1	0	1	0	0	0	0	0	0	0
Total	0	20	1	13	2	8	1	0	1	7	0	0	0

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*