



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Maria McDaniel		
Board/Commission Name: Seattle Public Utilities 2018-23 Strategic Business Plan Customer Review Panel		Position Title: Member
<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:	Date Appointed: 9/4/2018	Term of Position: * 8/1/2018 to 7/31/2020
Residential Neighborhood: Rainier Beach	Zip Code: 98118	Contact Phone No.: [REDACTED]
Background: Maria McDaniel is a Seattle native and lives in the Rainier Beach community. She has more than 20 years of business development, marketing and managements experience working with corporate sector and non-profit organization. Her background includes strategic planning, community relations, fundraising, consulting and corporate stewardship. In 2017, Maria joined McKinstry as a Market Development Manager and currently serves on the Seattle City Club Advisory Board. She was appointed as a SPU CDWAC member in 2018 and will serve until the end of 2020. Maria's interest in wastewater stems from her concern for the environment.		
Authorizing Signature (original signature): 		Appointing Signatory: Jenny A. Durkan Mayor of Seattle

FILED
 CITY OF SEATTLE
 18 SEP 10 AM 11:25
 CITY CLERK

*Term begin and end date is fixed and tied to the position and not appointment date or appointee.
August 30, 2016

Maria L. McDaniel

PROFESSIONAL SUMMARY

More than 18 years of management experience working with corporate sector and non-profit organizations as a business development and marketing manager. Background includes extensive experience developing and implementing marketing plans, event planning, establishing and managing budgets, working with C-Suite executives and staff, strategic planning, proposal and grant writing, cultivating and nurturing corporate sponsorships and partnerships.

EXPERIENCE

PERKINS COIE - SEATTLE, WA

MARKETING MANAGER, June 2010 – September 2016

Responsible for the day-to-day development, planning, management and execution of large scale events in the U.S. and provided ongoing business development and marketing support for various offices, practice and industry groups. Developed and executed business, visibility and tactical plans that enhanced internal and external visibility for the firm and attorneys. Worked with marketing department professionals to align internal strategic plans across the firm and mentored marketing managers, administrators and coordinators.

- Worked with practice and industry group leaders to identify and plan external networking opportunities to enhance firm visibility and attorney visibility.
- Identified prospective clients, developed proposals, statement of qualifications and other marketing materials for practice and industry groups.
- Coached attorneys on how to “work-a-room” for internal and external networking events.
- Researched and prepared competitive intelligence reports for practice and industry groups leads.
- Established and streamlined business development and marketing processes for targeting and cross selling efforts.
- Prepared and analyzed comprehensive reports for ROI related to events, tradeshow and conferences.
- Interviewed, hired and trained direct reports, managers, administrators, interns and others.

CRM System Business Development Lead, August 2011 – February 2013

Worked with CRM project manager, sponsor, internal trainers, IT staff, outside vendors and other stakeholders throughout CRM pre and post launch. Developed training materials, facilitated meetings, provided troubleshooting support and trained attorneys and staff across the firm.

- Identified, trained and supervised data stewards and heavy users prior to CRM roll-out.
- Interviewed new CRM Manager and provided ongoing support post CRM launch.

AMBIA-INC. - SEATTLE, WA

MARKETING MANAGER, January 2006 – March 2010

Worked with CEO to develop and implement strategic marketing plans and managed the RFQ submittal process for the Government, Education, Commercial, Residential and Quality Assurance studios. Led the Go-No-Go proposal process, identified projects leads, and compiled appropriate qualification packets and interview materials.

- Represented firm at external events and industry association meetings.
- Developed strategies and led interview preparation efforts for key interviews and presentations.
- Supervised and mentored marketing support personnel and worked with IT staff to keep website current

BOYS & GIRLS CLUBS OF KING COUNTY - SEATTLE, WA

RESOURCE DEVELOPMENT GRANTS MANAGER, December 2004 – December 2005

Submitted grant requests and proposals to public and private funding sources throughout King County seeking financial support for Clubs and worked with management and advisory board to procure corporate, civic and in-kind support for Clubs. Contributed to operational strategic planning by providing assistance developing organizational fund development goals and managed the reporting requirements of existing grants and contracts.

- Developed process to track grant income and generate status and variance reports.
- Maintained regular contact with community and corporate leaders, school staff, parents and local residents providing information about Club activities and needs to improve financial support for the organization.

DELOITTE - SEATTLE, WA

MARKETING MANAGER AND EVENT SPECIALIST, March 1998 – August 2004

Worked closely with firm leadership to coordinate and execute regional and national marketing initiatives. Coordinated and executed regional and national marketing strategies, developed program budgets and surveyed decision-makers on effectiveness and quality of marketing efforts. Managed, coordinated, and executed major events, roundtables, internal conferences, industry speaking events, and seminars for the Northern California and Pacific Northwest offices of Deloitte.

- Monitored community involvement opportunities and negotiated vendor and corporate sponsorships.
- Worked with public relations and media firms to create comprehensive media plans.
- Led the CRM database rollout and trained staff in Seattle, Boise, and Salt Lake City.
- Managed the proposal process with graphic designers, client service staff and key personnel.
- Hired, trained and supervised marketing interns, coordinators and managers.

EDUCATION

CENTRAL WASHINGTON UNIVERSITY, CENTRALIA, WA

- **Bachelor of Science, Business Administration**
- Specialization Marketing and Human Resource Management

PROFESSIONAL DEVELOPMENT

LEADERSHIP TOMORROW, SEATTLE, WA

- 2014 Leadership Tomorrow Graduate
- 2015 Leadership Tomorrow Coach

ADDITIONAL LEADERSHIP

- Seattle CityClub Advisory Board Member 2002 - present
- 501 Commons Service Corps Volunteer, 2005 – present
- Perkins Coie HQ Hospitality Committee, 2011 – 2016
- Renton Skyway Boys & Girls Club of King County, Advisory Board Member, 2003 – 2013
- Seattle Architectural Foundation Elementary School Tour Guide Volunteer

Seattle Public Utilities 2018-2023 Strategic Plan Update Customer Review Panel

11 Members: Pursuant to Res 31825, all members subject to City Council confirmation, 3-year terms:

- 5 City Council-appointed
- 6 Mayor-appointed
- # Other Appointing Authority-appointed (specify):

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	F	7	1.	Member	Jessa Timmer	8/1/18	7/31/2020	1	Mayor
	M		2.	Member	Kyle Stetler	8/1/18	7/31/2020	1	Council
6	M	4	3.	Member	Dave Layton	8/1/18	7/31/2020	1	Mayor
	F		4.	Member	Suzanne Burke	8/1/18	7/31/2020	1	Council
	F		5.	Member	Maria McDaniel	8/1/18	7/31/2020	1	Mayor
	F		6.	Member	Laura Lippman	8/1/18	7/31/2021	1	Council
6	M	7	7.	Member	Bobby Coleman	8/1/18	7/31/2021	1	Mayor
	M		8.	Member	Noel Miller	8/1/18	7/31/2021	1	Council
	F	6	9.	Member	Puja Shaw	8/1/18	7/31/2021	1	Mayor
	F		10.	Member	Thy Pham	8/1/18	7/31/2021	1	Council
6	M	N/A	11.	Member	Rodney Schauf	8/1/18	7/31/2021	1	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	3	3											
Council	2	3											
Other													
Total	5	6											

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.