City of Seattle Boards & Commissions Notice of Appointment

Appointee Name:	
Joshua Cooper Hirschland	

Board/Commission Name:	**Position Title:**
Seattle Transit Advisory Board	*Member (Position 6)*

☒ **Appointment** *OR* ☐ **Reappointment**	**City Council Confirmation required?** ☒ Yes ☐ No
Appointing Authority: ☐ City Council ☒ Mayor ☐ Other	**Term of Position: *** 8/3/2022 **to** 8/2/2024 ☐ *Serving remaining term of a vacant position*

Residential Neighborhood:	**Zip Code:**	**Contact Phone No.*:*
Ballard	*98107*	██████████

Background:
Josh lives in Ballard with his two young children and has decades of experience relying on transit in cities across the country. He currently works on last mile food delivery for Amazon in the Community, a program that transports groceries and meals from food banks and schools.

Authorizing Signature (original signature):	**Appointing Signatory:**
Bruce A. Harrell (signature) **Date Signed (appointed):** 8/31/2022	*Bruce A. Harrell* *Mayor of Seattle*

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

JOSHUA COOPER HIRSCHLAND

██████████████

EDUCATION

THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS Chicago, IL
MBA: Concentrations in Strategic Management, Entrepreneurship, Operations Management *Sept 2012 - June 2014*
- GPA: 3.6; Jeffrey Silver Memorial Scholarship Award Recipient; Dean's List
- Coursework including Data Mining, Managerial Decision Modeling, and Game Theory
- Teacher's Assistant: *Building the New Venture*
- MBA Summer Intern at Groupon

COLUMBIA UNIVERSITY New York, NY
Bachelor of Arts: Major in Urban Studies with a Focus in Political Science *Sept 2004 - May 2008*
- Chief News Editor: Columbia Daily Spectator
- GPA: 3.6
- Thesis: Fighting in the Streets–Policy, Politics, and New York's Fight for Congestion Pricing

EXPERIENCE

AMAZON.COM Seattle, WA
Sr. Product Manager, Amazon in the Community *June 2020 – Present*
- Program Lead for last-mile delivery program supporting community needs around hunger and COVID vaccination
- Delivered 20M +meals and thousands of laptops on behalf of 40+ partners in six countries
- Procured multi-million dollar budget, owned P&L, product roadmap, and partner management for program extension
- Conducted 300+ interviews as Bar Raiser and University of Chicago school captain

Sr. Product Manager--Technical, Amazon Shipping *Aug 2018 – June 2020*
- Owned product roadmap and gained VP approval to launch new Amazon Transportation initiative
- Managed P&L for seven-figure annual business, achieving break-even in 12 weeks
- Onboarded first 2000 customers for different new transportation business, reducing onboarding time by half

Sr. Product Manager--Technical, Alexa *Sept 2016 – Aug 2018*
- Managed roadmap for 15+ engineers to build tools making it simpler for developers to create rich Alexa experiences
- Created and implemented an API vision for Alexa support of multimedia devices (e.g. Echo Show, Fire TV)

Sr. Product Manager, Supply Chain Optimization and Technology *June 2014 – Aug 2016*
- Drove initiatives across 700+ global stakeholders to improve availability for strategically important products
- Established KPIs and informed selection strategy for Prime Free Same-Day and Amazon Business delivery launches
- Analyzed 100+ billion of records per year to root cause supply chain defects, presenting findings at the VP-level

HIRSCHLAND STRATEGIES *Independent Communications Consulting Firm* New York, NY
Founder *Feb 2011 – July 2012*
- Developed positioning and secured positive media coverage to drive 100,000 downloads of Booktrack app; built financial model for Booktrack, leading to successful $2M Series B investment led by Peter Thiel
- Set messaging, led media training, and managed press for launch of Larry King VOD program, securing hundreds of media placements including positive pieces in *The New York Times*

PENN SCHOEN BERLAND *WPP-Owned Market Research and Strategy Firm* New York, NY
Project Manager *July 2008 – Dec 2010*
- Managed 120+ research projects for 40 clients across 20 industries, generating $6M+ in revenue
- Conducted message tests, sentiment trackers, electoral studies, and focus groups for clients including State Farm, Merrill Lynch, The Hartford, Comcast, Hess, Proctor & Gamble, and Ukrainian Prime Minister Viktor Yushchenko
- Applied regression analysis to develop market segmentation for regional cellular service provider

ADDITIONAL
- Fluent in data tools including SQL (Redshift, BigQuery, etc.), R, and Tableau
- Analyzed polling on 2008 Obama for America campaign at Benenson Strategy Group
- Interned for Mayor Michael Bloomberg in New York City Hall Offices of Long-Term Planning and Sustainability
- Interned for *The New York Times* technology columnist David Pogue (2007)

Seattle Transit Advisory Board

12 Members: Pursuant to Resolution 31572, all members subject to City Council confirmation, 2-year terms:

- 7   Mayor- appointed
- 5   City Council- appointed

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
3	M	3	1.	Member	Sandro R. Pani	8/3/22	8/2/24	2	City Council
6	M	3	2.	Member	Christopher Miller	8/3/22	8/2/24	1	City Council
3	M	7	3.	Member	Christiano Martinez	8/3/22	8/2/24	1	City Council
6	F	6	4.	Member	Michelle Zeidman	8/3/21	8/2/23	3	City Council
		7	5.	Member	Xander Barbar	8/3/21	8/2/23	1	City Council
6	M	6	6.	Member	Joshua Cooper Hirschland	8/3/22	8/2/24	1	Mayor
1	M	3	7.	Member	Ashwin Bhumbla	8/3/22	8/2/24	1	Mayor
1	M	1	8.	Member	Art Kuniyuki	8/3/22	8/2/24	2	Mayor
	F	7	9.	Member	Erin Tighe	8/3/21	8/2/23	4	Mayor
6	F	3	10.	Member	McKenna Lux	8/3/21	8/2/23	1	Mayor
2	M	2	11.	Member	Amin Amos	8/3/21	8/2/23	1	Mayor
3/6/9	F	2	12.	Get Engaged Member	Maria Buchanan	9/1/21	8/31/22	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	4	3			2	1	1			3			1
Council	3	1					2			2			
Other													
Total	7	4			2	1	3			5			1

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.