



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Evan M. Smith</i>		
Board/Commission Name: <i>Families, Education, Preschool, and Promise Levy Oversight Committee</i>		Position Title: <i>Member</i>
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment	City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Appointing Authority: <input type="checkbox"/> City Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	Term of Position: * 1/1/2022 to 12/31/2024 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>	
Residential Neighborhood: Leschi	Zip Code: 98122	Contact Phone No.: [REDACTED]
Background: My interest in joining a Seattle Commission is twofold. Professionally, I have had the opportunity to work across the public, non-profit, private and political sectors. I have a wealth of experiences that inform a broader perspective of how each of these worlds overlap to form a healthy and dynamic ecosystem. Personally, as a partner in a multi-racial marriage, a father of a multi-racial daughter and a citizen of Seattle, I am driven to serve my community today to continue to shape an even better and more equitable future for my family and my fellow citizens.		
Authorizing Signature (original signature): <i>Bruce A. Harrell</i> Date Signed (appointed): 4/14/2022	Appointing Signatory: <i>Bruce A. Harrell</i> <i>Mayor of Seattle</i>	

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

EVAN M. SMITH

EXPERIENCE

- 2017 – Present** **Starbucks** **Seattle, W.A.**
Vice President, Technology Strategy and Business Transformation
- Direct report to CTO, serving as Chief of Staff with responsibility for developing and integrating technology strategy, building business operations and communications (internal and external) support
 - Lead teams driving technology strategy, communications, vendor management, financial management and business transformation to define and integrate technology work with c-suite enterprise ambitions
 - Restructured technology organization around products and services delivery model, driving greater internal operational coherence and aligning technology work with Starbucks business outcomes
 - Built Inclusion and Diversity (I&D) strategy for technology group, standing up I&D council, team and driving forward strategy to increase talent pipeline and enhance current employee experience
 - Relunched communications strategy to deepen employee engagement of 1,500 technology employees
- General Manager, Starbucks Delivery*
- Operated Starbucks delivery program, owning day-to-day execution; directed partnership with Uber Eats, while coordinating 200+ Starbucks partners across marketing, retail operations, finance, product, packaging, R&D, technology, data and analytics departments to drive responsible, high-impact program footprint and revenue growth; recognized for performance with leadership award from Starbucks CEO
 - Scaled delivery channel from one market to national scale, developing and driving the technological, operational and marketing roadmaps to optimize program for enterprise execution and business impact, ultimately growing revenues from 0 to >5% of US business revenues
 - Designed near, medium and long-term delivery strategies and innovation, integrating with broader enterprise strategies to ensure long-term viability and effectiveness of delivery channel
 - Developed 5-year Starbucks Digital strategic vision on behalf of Digital Customer Experience SVP for Board of Directors presentation. Built supporting digital investment roadmap and strategy for the CMO and CTO to bring forward to the Executive Leadership Team for enterprise investment decisions; Vision and corresponding plans approved by company leadership and the board for historic investment levels
- Director, Global Corporate Strategy*
- Designed and executed end-to-end Starbucks delivery pilot from conception to launch; built and secured approval of business case from CEO, COO and CMO; drove from ideation to pilot launch in 75 days, managing and coordinating cross-functional team of 150+ Starbucks and Uber Eats partners; concept execution proved potential value of +\$1B for enterprise, leading CEO to fast-track national roll-out; as lead negotiator secured long-term partnership for national and international agreements; established the Starbucks Delivers team, transitioning pilot into normal course of Starbucks business
 - Created annual corporate strategic plan, managing team and process to develop and distill C-suite vision into 5-year enterprise strategy for presentation to Board of Directors and broader enterprise alignment
 - Led strategic re-think of the Sourcing Department, designing and directing cross-functional working teams of VP's to identify and ultimately capture 22% increase in annual sourcing savings
 - Managed 14-person team, reporting directly to SVP of Global Strategy, direct report to CEO
- 2016 – 2017** **Educents** **San Francisco, C.A.**
Director, Strategy and Business Operations
- Member of 7-person executive team with a Series A, education products, e-commerce start-up
 - Drove market and customer insights, honing and articulating focused company strategy, aligning company growth targets and strategies across finance, marketing, data and operations functions
 - Designed and orchestrated company reorganization, including facilitation of co-founders stepping away from CEO and COO roles and eliminating my own role, while building marketplace operations function
 - Developed and directed quarterly KPI and OKR planning, target-setting and company-wide translation of goals to specific, actionable outcomes across departments and between employees
 - Led business development, devising and sourcing potential partnerships in public and private sectors
- 2012 - 2015** **McKinsey and Company** **Washington, D.C.**
Engagement Manager 2015
Junior Engagement Manager 2014
Associate 2012-2013
Led McKinsey and client teams serving Fortune 500 corporations, nonprofits and local, state and national governments across technology, education, retail and health care industries, focusing on strategy and operations. Managed all aspects of engagements, including counseling client partners, building and developing teams, leading problem solving, recommending solutions and planning implementation
- Operational improvement**
- Managed team of senior City and School District management teams in major urban school district to perform full operational and financial review, presenting opportunities to mayor and new superintendent

- Led client team at large, international retail chain to develop an optimized contractor purchasing strategy; leveraged data analysis of historical expenditures, forecasting of future needs, industry expert interviews and collaborative client problem solving, identifying tens of millions of dollars in savings
- Executed operational review of industrial manufacturing operations, identifying specific process improvements and systematic opportunities to improve output by up to 4x current production

Strategy development

- Led Dubai-based team to develop national education system strategy, aligning public budgets with labor market needs and opportunities with senior government leaders in a major Middle Eastern country
- Drove working teams of senior-most leaders of global services firm to rethink and reset approach to leveraging technology, specifically redesigning the end-to-end user experience
- Partnered with large hospital chain senior executives to develop strategy for organic and inorganic growth through review of corporate and operational performance and projection of future expectations

Organizational design and transformation

- Led CEO and executive team of national education nonprofit start-up to design dynamic organization and financial models, benchmarking best practices and developing financial model scenarios

Due Diligence

- Pressure-tested business cases for potential acquisition targets for private equity and corporate clients in military and health care industries, building market analyses, operational audits and financial models

2007-2010

District of Columbia Public Schools

Washington, D.C.

Director, Office of School Operations

- Managed staff of 50 to support day-to-day school security, facilities, budget and enrollment operations; developed strategic plans including overhaul and reorganization of student records management process
- Led senior district administrators to identify prior budgeting structural impediments; designed and implemented overhauled process, creating budget models through data analysis and building an automated online system to efficiently and accurately allocate \$617M across all DC public schools

Director, School Opening

- Created systems and managed team to plan and execute annual opening of system; led cross-functional working group to streamline critical operations, achieving opening described by *Washington Post* as “uncommonly quiet” and a 30% increase in third-party assessment of school opening readiness

Manager, Capital Gains Program

- Designed, launched and managed experimental pilot program in partnership with Harvard Labs for Education Inequality designed to enhance student academic achievement through financial incentives, achieving near perfect student and teacher adoption in year one

Intergovernmental Liaison

- Created and executed legislative strategies for engagement with City Council and federal agencies

2006

Mitch Landrieu for Mayor, Deputy Press Secretary

New Orleans, LA

- Designed and executed communications strategy; incorporated candidate and stakeholder goals to create and push daily messages and overarching campaign themes in election with high national visibility

2005

Federal Emergency Management Agency, Manager, Disaster Recovery Center

Thibodaux, LA

- Led 13-person team and on-site NGO’s to provide disaster assistance to Hurricane Katrina victims

2004-2005

New Orleans Public Schools / Cohen Senior High School, Social Studies Teacher

New Orleans, LA

- Taught Geography, Economics, American History, Law and Civics to ninth through twelfth graders

EDUCATION

Darden Graduate School of Business Administration, University of Virginia

Charlottesville, VA

Master of Business Administration, 2012

- Elected President of Darden Student Government Association by classmates
- Recipient of C. Stewart Sheppard Distinguished Service Award

University of Cambridge

Cambridge, England

Master of Philosophy in Economic and Social History, High First Degree, August 2007

University of Pennsylvania

Philadelphia, PA

Bachelor of Arts in History and Urban Studies, Cum Laude, May 2004

OTHER

- Board Director, College Success Foundation
- Governor-Appointed Member, Washington State STEM Education Innovation Alliance
- Leadership Tomorrow Fellowship, Class of 2022 – Competitive Seattle-based leadership fellowship
- Avid world traveler: visited 54 countries, 45 U.S. states and counting

Families, Education, Preschool, and Promise Levy Oversight Committee

17 Members: Pursuant to Ordinance 125604, 12 members subject to City Council confirmation, staggered-year terms:

- 6 City Council-appointed 3-year terms, subject to City Council confirmation
- 6 Mayor-appointed 3-year terms, subject to City Council confirmation
- 5 Other Appointing Authority-appointed (specify): Ordinance 125604

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
1	F	2	1.	Member	Erin Okuno	1/1/20	12/31/22	2	Council
		2	2.	Member	Vacant	1/1/20	12/31/22	1	Council
3	F	2	3.	Member	Manuela Slye	1/1/21	12/31/24	1	Council
6	F	1	4.	Member	Jennifer Matter	1/1/19	12/31/21	1	Council
2	M	2	5.	Member	Donald Felder	1/1/19	12/31/21	1	Council
2	F	N/A	6.	Member	Kimberly Walker	1/1/21	12/31/22	2	Council
		N/A	7.	Member	Kateri Joe	1/1/22	12/31/24	1	Mayor
		7	8.	Member	Linda Thompson Black	1/1/22	12/31/24	1	Mayor
1	F	N/A	9.	Member	Susan Lee	1/1/19	12/31/22	1	Mayor
2	M		10.	Member	Marques Gittens	1/1/21	12/31/22	1	Mayor
2	F	4	11.	Member	Stephanie Gardner	1/1/20	12/31/23	1	Mayor
			12.	Member	Evan M. Smith	1/1/22	12/31/24	1	Mayor
9	M	N/A	13.	Mayor	Bruce A. Harrell	N/A	N/A	1	Ordinance 125604
3	F	N/A	14.	Neighborhoods, Education, Civil Rights and Culture	Tammy Morales	N/A	N/A	1	Ordinance 125604
2	M	N/A	15.	School District Superintendent	Brent Jones	N/A	N/A	1	Ordinance 125604
1	F		16.	School District Board Member	Victoria Song Maritz	N/A	N/A	1	Ordinance 125604
1	M	5	17.	Chancellor of Seattle Colleges	Shouan Pan	N/A	N/A	1	Ordinance 125604

SELF-IDENTIFIED DIVERSITY CHART

	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	1	2			1	2							
Council	1	4			1	2	1			1			
Other	3	2			2	1	1						1
Total	5	8			4	5	3			1			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.