



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Amanda Powter</i>		
Board/Commission Name: <i>Labor Standards Advisory Commission</i>		Position Title: <i>Member, Position 9</i>
<input checked="" type="checkbox"/> Appointment	City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/>	
Appointing Authority: <input checked="" type="checkbox"/> City Council	Term of Position: * 5/1/2023 to 4/30/2025 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>	
Residential Neighborhood: <i>Ballard</i>	Zip Code: <i>98117</i>	Contact Phone No.: [REDACTED]

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

Background:

Born on First Hill in Seattle (as was her mother), Amanda grew up just north in Snohomish County and dreamed of being an Olympic swimmer or mathematician when she was an adult. Instead, she returned to Seattle at the age of 14 as a freshman at the University of Washington through the Early Entrance Program, spending her summers as a camp counselor.

Once she graduated with her Bachelor’s of Arts from the UW (as did her grandmother), she started her career downtown at 2nd & Pike for a fledgling internet company selling books, music, and videos. There she discovered a love of data and technology as well as experiential education & rock climbing. She returned to the University of Washington while working full time to earn her Master’s in Library & Information Science.

A twenty-year career in tech & software ranged from ecommerce to compensation data to television advertising and culminated with Amanda leading a team of data scientists, engineers, and product managers building a successful product that impacted millions of dollars of media buys.

Her experience managing a diverse team that was a pleasure to work with on an innovative and profitable product led her to start her own company. She founded it with the hypothesis that small business could be a great place to work, a vital part of the community, and a successful for-profit endeavor. With this in mind, she bought Perfect Copy & Print at the end of 2019 and led it through the public health emergency beginnings of the pandemic, shutting down for weeks as a non-essential business without letting go of any staff, and navigating demonstrations and public protest activities blocks away on Capitol Hill.

Amanda also started to expand her impact seeking to support underrepresented founders building innovative companies and was part of the inaugural cohort of angel investors within the FBomb Breakfast Club, a peer-support community for women founders and business owners; she continues to be an active and founding member of the FBomb Angels and has invested in several local startup companies led by women across education, medical devices, and other industries. She continues to own and run Perfect Copy & Print with a small team of dedicated employees and be an active participant in the GSBA as her chamber of commerce, having been a co-chair of the WEgsba (an initiative for women & gender-diverse entrepreneurs) and currently serving on the Policy Council.

Authorizing Signature (original signature):



Date Signed (appointed):

6/5/24

Appointing Signatory:

Sara Nelson

City Council President

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Amanda Powter

IMPACT-FOCUSED ENTREPRENEUR & ANGEL INVESTOR

Business, Technology, and Product Leader who works to create and support businesses and products that make an impact. Works with business leaders, entrepreneurs, technologists, startup founders, and organizations to build companies that support employees, customers, and community. Creates & launches everything from web applications with millions of consumer users to enterprise software impacting \$50 million in revenue to small businesses with light manufacturing and retail operations. Builds & leads high-functioning multi-disciplinary teams, with experience managing teams of over 30 engineers, scientists, PMs, and subject matter experts as well as print technicians and graphic designers.

Key skills:

- Hiring and Managing Diverse Teams
- AI, Data Science, and Machine Learning
- Product Development & Strategy
- Product Launch, Growth & Scaling
- No-Code Applications for Business
- Valuation & Due Diligence

ENTREPRENEURSHIP & ANGEL INVESTING

PERFECT COPY & PRINT

2019 - present

Digital print shop located on Capitol Hill in Seattle

CEO & Owner

Purchased 30+ year business with immediate relocation; retained all employees from purchase through COVID state of emergency & summer demonstrations in the next block

- 2022 GSBA Impact Awards: Capitol Hill Business Alliance Business of The Year
- Business fully suspended during statewide shutdown; retained all employees without layoffs
- Implemented no-code applications to automate work and support hybrid working environment
- Maintained mitigations and made improvements to air quality and filtration
- Met with Representative Jayapal on proposed PPP alternative and impact to small business

ANGEL INVESTING

Independent & Syndicate investment in underrepresented founders

Founding Member, FBA Capital LLC (2023-present)

P2B Pitch Contest FBomb Angels (2023-2024)

Participated in the FBomb Breakfast Club annual pitch contest as inaugural and second year angel investors

- Part of inaugural cohort of angel investors & judge at P2B pitch competition
- Founding member of FBomb Angels
- Completed SWITCH Angel Sessions cohort

PRODUCT & TECHNOLOGY LEADERSHIP

OATH, A VERIZON COMPANY

2014 - 2018

Ad tech & content company that brought AOL, Yahoo, and Verizon assets together.

Head of Technology & Product, TV (2016-18)

VP of Product, ONE by AOL: TV (2014-16)

Led product development and grew and retained high-functioning product, science, and engineering teams of up to 30 across offices in Seattle, San Mateo, LA, New York, and Sydney; reported to CTO

- Led cross-functional teams to **develop innovative products**, including the first-ever data-driven programmatic platform for buying national television ads, generating \$30 million annually in revenue
- Built and led **distributed global teams**, launching a new product or country each year; strong management practices resulted in 90% employee retention through multiple acquisitions and significant organizational change
- Worked with business partners to create **new product offerings and categories**; analyzed customer feedback and current market, identified revenue and cost targets, set development and launch timelines, and managed teams to build and roll out products worldwide
- **Pitched product prototypes** to senior executives at the nation's largest media agency holding companies (IPG, Publicis, etc.), and TV network groups including NBC Universal, FOX, Viacom, Time Warner, Discovery, ESPN, and Univision; **closed major deals** impacting over \$300 million in ad spend

PRECISIONDEMAND, acquired by AOL (later Oath)

2010 - 2014

Startup focused on data-driven linear TV advertising.

Vice President of Product (2013-14)

Director of Product Management (2011-13)

Senior Product Manager (2010-11)

Led product and technology development for 30-person organization; member of senior leadership team (reporting directly to CTO or CFO)

- Built patented television advertising targeting and impact attribution system; **drove product development** with engineering team, creating valuable IP that was the main target of company's ultimate acquisition
- Led pitches to potential investors during **acquisition and due diligence process**, leading to successful acquisition by AOL
- Created proprietary data structures to **improve predictive machine-learning algorithms**, increasing efficiency of product development and scalability of machine learning throughout the organization

PRODUCT & TECHNOLOGY LEADERSHIP, cont

PAYSCALE

2006 - 2009

Startup analyzing compensation and salary data for consumers and enterprises.

Senior Program Manager

Led highly efficient team of 3-6 compensation and taxonomy experts to ensure accurate compensation and job data, including salary and job data collection from a consumer-facing survey

- **Scaled and improved processes** including data migration, ensuring strong systems were in place to ensure data quality during rapid growth
- Launched new B2B product, which monetized consumer data with a market compensation pricing tool for mid-size (~100 employees) companies
- Worked closely with data scientists and engineers on core compensation algorithms, user-facing interfaces, and data visualization to **produce highly usable web content** for consumers

AMAZON.COM

1998 - 2006

Technical Product & Program Manager, Merchant Analytics (2005-06)

Technical Program Manager (2000-05)

Training Manager, Catalog Operations (1998-2000)

Delivered technical, data-focused, customer-centric, and time critical projects at scale

- Launched the analytics platform for third-party merchants selling on the Amazon.com platform
- Delivered multiple data web service and metadata processing projects for retail platform partners and web shopping partnerships such as Target, Marks & Spencer, Shop@AOL, etc
- Launched the catalog component for multiple new product lines

COMMUNITY LEADERSHIP

GSBA

2020 - present

Washington State's LGBTQ+ and allied chamber of commerce

Policy Council (2023 - present)

Co-Chair, WEgsba (2020-2023)

- Co-chair of WEgsba, GSBA's initiative for women & gender-diverse business owners
- Created bimonthly meetups and information sessions with speakers on topics including PPP/EIDL programs, WA Cares Act impact on businesses, marketing, zero-waste, as well as support as fellow LGBTQIA+ and ally businesses navigated the public health emergency and business success
- Joined policy council to help advocate to support GSBA members and GSBA mission of showing equality is good business

GEEKGIRLCON

2012 - 2015

Nonprofit dedicated to celebrating the contribution of geeky women & girls across science, technology, engineering, art, and math (STEAM) with an annual convention and year-round programs

Executive Director

Led all-volunteer team of 30+ to execute year-round programs and annual convention

- Directed organization through **successful transition to 501(c)3** non-profit entity
- Increased attendance at annual convention from 2,500 to 8,500 over 3 years, **improving profitability while increasing capacity** for future expansion

EDUCATION

Master's, Library and Information Science, University of Washington, 2004

Bachelor's, Classics, University of Washington, 1998

Early Entrance Graduate, University of Washington, 1993

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

*D	**G	RD	Position No.	Position Title	Member Name	Member Representation	Term Begin Date	Term End Date	Term #	Appointed By
6	F	1	1.	Commissioner	Marissa Baker	Community; Researcher	5/1/23	4/30/25	1	Mayor
			2.	Commissioner	Alexis Rodich	Worker Organization	5/1/22	4/30/24	2	Mayor
			3.	Commissioner	Vacant		5/1/23	4/30/25		Mayor
			4.	Commissioner	Vacant		5/1/24	4/30/26		Mayor
3	M	1	5.	Commissioner	Greg Ramirez	Worker Organization	5/1/23	4/30/25	1	Mayor
			6.	Commissioner	Vacant		5/1/24	4/30/26		Mayor
			7.	Commissioner	Vacant		5/1/23	4/30/25		Mayor
9	F	2	8.	Commissioner	Danielle Alvarado	Worker Organization	5/1/24	4/30/26	2	City Council
6	F	6	9.	Commissioner	Amanda Powter	Business Owner	5/1/23	4/30/25	1	City Council
			10.	Commissioner	Tom Lambro	Worker Organization	5/1/24	4/30/26	2	City Council
			11.	Commissioner	Samuel Hilbert	Business Owner	5/1/23	4/30/25	1	City Council
6	F	NA	12.	Commissioner	Ilona Lohrey	Business Association or Chamber	5/1/22	4/30/24	2	City Council
6	M	NA	13.	Commissioner	Billy Hetherington	Worker Organization	5/1/23	4/30/25	2	City Council
1	F	3	14.	Commissioner	Jeanie Chunn	Business Association or Chamber	5/1/22	4/30/24	2	City Council
1	M	2	15.	Commissioner	Joel Shapiro	Business Owner	5/1/21	4/30/23	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	Multi racial
Mayor	1	1					1			1			
Council	1	4			1					3			1
Other	1				1								
Total	3	5			2		1			4			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.