




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Evan M. Smith</i>		
Board/Commission Name: <i>Seattle Ethics and Elections Commission</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 checked="" type="checkbox"/> City Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	Term of Position: * 1/1/2025 to 12/31/2027 <input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i>	
Residential Neighborhood: <i>Leschi</i>	Zip Code: <i>98112</i>	Contact Phone No.: [REDACTED]
Background: <i>Evan has worked in the public, non-profit, private and political sectors and brings a wealth of knowledge to lend to discussions about ethics and elections in Seattle. Currently, Evan is the CEO and Founder of Ethosphere and previously was the Vice President of Technology Strategy and Business Transformation for Starbucks.</i> <i>Evan also has board and commission experience from serving on the FEPP Levy Oversight Board from 2022-2025.</i>		
Authorizing Signature (original signature):  Date Signed (appointed): 3/16/26	Appointing Signatory: <i>Joy Hollingsworth</i> <i>Seattle City Council President</i>	

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

EVAN M. SMITH

PROFESSIONAL EXPERIENCE

Ethosphere Technologies, Seattle, WA

2024 – Present

CEO & Co-Founder

Began a voice-AI product for brick-and-mortar retailers focused on driving great retail customer and employee experiences. Took idea to incorporated company, serving as final decisionmaker, building business plans, crafting product vision, interfacing with investors and leading customer development.

- Recruited as Entrepreneur in Residence by AI2 Incubator, highly selective (~0.18% acceptance rate) business incubator
- Raised \$2.5M pre-seed round led by venture capital investors Point 72
- Built initial team including a co-founding CTO, four full-time engineers and two part-time engineers
- Created partner pipeline with major retail brands across luxury, product retail and quick serve restaurants
- Company selected as “most innovative” retail technology by National Retail Federation, along with winning numerous other awards and recognition.

STARBUCKS, Seattle, WA

2017 – 2024

Vice President, Technology Strategy and Business Transformation

2020 – 2024

CTO direct report, served as Chief of Staff, led team of 30, responsible for developing, integrating, and coordinating global technology strategy. Designed and led technology function's business operations, communications and budget allocation.

- Drove annual strategic, operational, and financial planning processes, building functional strategic plan, allocating nearly \$1B in technology spend and FTE against business and technology imperatives to direct work of 1,700+ technologists.
- Aligned Technology strategy with enterprise strategy and individual business unit needs..
- Built Inclusion and Diversity (I&D) strategy for technology function, standing up I&D council and driving forward strategy to increase URM talent pipeline and enhance current technology employee experience.

General Manager, Starbucks Delivery

2018 – 2020

Elevated to operate Starbucks delivery program, owning P&L and day-to-day execution. Directed partnership with Uber Eats, while coordinating 200+ Starbucks partners across marketing, retail operations, finance, product, packaging, product R&D, technology, data, and analytics departments to drive responsible, high-impact program footprint and revenue growth. Served larger marketing organization as strategy leader. Recognized for performance with leadership award from Starbucks CEO.

- Scaled delivery channel from one market to national scale, developing and driving technological, operational, and marketing roadmaps to optimize program for enterprise execution and business impact, ultimately growing revenues from 0 to >5% of US revenues with line of sight to \$2B annual revenues.
- Secured long-term partnership for national and international agreements as lead negotiator, establishing Starbucks Delivers team, transitioning pilot into normal course of Starbucks business.

Director, Global Corporate Strategy

2017 – 2018

Managed 14-person team, reporting directly to Global Strategy SVP, CEO direct report. Created annual strategic plan, managing team and process to develop C-suite 5-year enterprise strategy vision for Board of Directors and broader enterprise alignment.

- Owned department-level strategic plan inputs for annual enterprise strategic plan. Partnered with technology and marketing leaders to build and articulate 5-year strategic visions and corresponding plans to achieve identified outcomes.
- Identified delivery as a strategic business opportunity, building and securing approval of strategy and business case from CEO, COO, and CMO. Designed and executed end-to-end Starbucks delivery pilot from conception to launch.

EDUCENTS, San Francisco, CA

2016 – 2017

Director, Strategy and Business Operations

Drove market and customer insights, honing and articulating focused company strategy, aligning company growth targets and strategies across finance, marketing, data, and operations functions. Member of 7-person executive team with a Series A, education products, e-commerce start-up.

- 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.

MCKINSEY AND COMPANY, Washington, DC**2012 – 2015****Engagement Manager**

2014 – 2015

Associate

2012 – 2013

Led McKinsey teams to serve private and public sector clients, focused on strategy and operations. Managed engagements, counseled clients, built and developing teams, led problem solving, recommended solutions and planned implementation.

Strategy Development

- Developed talent strategy for a major United States Federal agency, empowering frontline employees to design with purpose a new approach to delivering services to the citizens they serve.
- Led 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.

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 optimized contractor purchasing strategy.

Organizational Design and Transformation

- Led executive team of new national nonprofit to design dynamic organization and financial models for organization launch.

DISTRICT OF COLUMBIA PUBLIC SCHOOLS, Washington, DC**2007 – 2010****Director, Office of School Operations**

2009 – 2010

Managed team of 50 supporting day-to-day school-level security, facilities, budget, and enrollment operations through customer service delivery model, with school principals as primary customers.

- Redesigned and drove annual budgeting process, building online system to efficiently and accurately allocate \$800M across all DC public schools aligned to district policy priorities, while balancing diverse stakeholders and communities.

Director, School Opening

2009

- Created approach to planning and executing annual fall opening of all district schools; led cross-functional working team to streamline critical operations, achieving opening described by Washington Post as “uncommonly quiet” and a 30% YoY increase in measures of school opening preparedness.

Manager, Capital Gains Program (Experimental Pilot Program, Partnered with Harvard University)

2008 – 2009

Intergovernmental Liaison

2007 – 2008

ADDITIONAL RELEVANT EXPERIENCE**MITCH LANDRIEU FOR MAYOR**, New Orleans, LA, **Deputy Press Secretary****2006****FEDERAL EMERGENCY MANAGEMENT AGENCY**, Thibodaux, LA, **Manager, Disaster Recovery Center****2005****NEW ORLEANS PUBLIC SCHOOLS / TEACH FOR AMERICA**, New Orleans, LA, **High School Social Studies Teacher****2004 – 2005****FELLOWSHIP/ ONGOING DEVELOPMENT**

- Presidential Leadership Scholars**, Scholar 2023
 - Highly Competitive National Leadership Development Program Sponsored Jointly by President William Clinton and President George W. Bush Foundations, with 60 Americans Selected Annually.
- Leadership Tomorrow**, Fellow. Competitive Seattle-based leadership development program. 2021 – 2022

VOLUNTEER / OTHER

- Mayoral-Appointed Member, Seattle Families, Education, Preschool and Promise (FEPP) Levy Oversight (2022 – 2025)
- Vice President, Schools First (2022 – Present). CBO focused on advocating for Seattle Public School levy passage.
- Board Director and Treasurer, College Success Foundation (2021 – Present)
- Governor-Appointed Member, Washington State STEM Education Innovation Alliance (2020 – 2025)
- Bass Guitarist and Business Manager, [Good Lettuce and the Hallpasses](#)

EDUCATION

- **Master of Business Administration**, Darden School of Business, University of Virginia, Charlottesville, VA 2010 - 2012
 - Elected by peers as Student Body President
 - Recipient of C. Stewart Sheppard Distinguished Service Award
- **Master of Philosophy**, University of Cambridge, Cambridge, England 2006 – 2007
 - Economic and Social History, High First Degree
- **Bachelor of Arts**, University of Pennsylvania, Philadelphia, PA. 2000 – 2004
 - History and Urban Studies double majors, Political Science minor, *cum laude*.

Seattle Ethics and Elections Commission

7 Members: Pursuant to Seattle Municipal Code 3.70.020, all members subject to City Council confirmation, 3-year terms:

- 3 Mayor- appointed
- 3 City Council- appointed
- 1 Other Appointing Authority: Commission

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
			1	Member	Vacant	1/1/24	12/31/26		Mayor
6	M	3	2	Member	Evan M. Smith	1/1/25	12/31/27	1	City Council
6	M	5	3	Member	Kai Smith	1/1/25	12/31/27	1	Mayor
2	F	3	4	Member	Vivian Vassall	1/1/25	12/31/27	1	Commission
6	M	7	5	Member	Jonathan Schirmer	1/1/26	12/31/28	1	City Council
6	M	3	6	Member	Zach Pekelis	1/1/23	12/31/25	2	Mayor
2	M	3	7	Member	Bobby Forch	1/1/24	12/31/26	1	City Council

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