



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Lawrence Norman</i>		
Board/Commission Name: <i>Landmarks Preservation Board</i>		Position Title: <i>At-Large</i>
<input type="checkbox"/> Appointment OR <input checked="" 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: * 8/15/2024 to 8/14/2027 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>	
Residential Neighborhood: <i>Central Area</i>	Zip Code: <i>98122</i>	Contact Phone No.: [REDACTED]
Background: <i>Mr. Norman is a software developer with more than twenty-five years of engineering and management experience and holds a Bachelor of Science and Arts from Evergreen College, including architectural studies. He is a property owner and manager, giving him a practical understanding of long-term building needs and their economic challenges. Mr. Norman was born and raised in Seattle and is interested in preserving architectural and cultural artifacts as a way of sharing history and supporting equity and investment in communities. We greatly appreciate Mr. Norman’s knowledge and participation on the Landmarks Board, and we look forward to his reappointment.</i>		
Authorizing Signature (original signature):  Date Signed (appointed): <i>7/29/2024</i>		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.

Lawrence Norman

Senior Software Development Manager, with 10 years of iOS/Android mobile app engineering management experience. I'm a highly motivated and business-minded professional with more than two decades of strong development management and technical experience.

EXPERIENCE

7HillsStudio, Seattle — *Software Development Manager*

Apr 2020 - present

Developed the LoopStar App for iPhone and iPad using Swift 5.0 and AudioKit. Audio loop recording App available on the App Store:

<https://apps.apple.com/us/app/loopstar/id1543974483>

<https://www.loopstar.pro/>

Cerence, Bellevue — *Software Development Manager*

Mar 2011 - Apr 2020

Managed iOS and Android App development for AppSuite with Toyota/Lexus CY11/CY13/CY15/CY17 automotive Head Units. Worked directly in collaboration with Toyota, Lexus, Amazon, Xevo, Denso, and Apple. Managed a team of 6 iOS/Android developers. Partnered with providers such as Amazon Alexa/AVS, iHeartRadio, Pandora, Inrix, Weather.com, Fandango, Glympse, Spotify, and others to bring these services to ~6 million vehicles. Over nine years met and exceeded all contractual obligations (3 releases per year per app) with our customer Toyota earning us more than ~\$400M in revenue.

Strong day-to-day and end-to-end leadership of the product and engineering team. History of making excellent hires, retaining talent, and motivating developers. Provided technical consultation to strategic development partners. Solved problems, designed, and customized technology solutions to support customers across the product life cycle and in the ongoing support of the daily business. Defined and executed plans with developers to bring new capabilities to customers. Worked closely with the Product and Engineering teams to monitor product performance and customer feedback.

Developed compelling and exciting presentations and demonstrations of new technologies to senior executives. I authored a white-paper for a Cerence Mobile App Platform that was well received by the CEO and CTO. This idea will speed up the company's development time for mobile apps, and save on maintenance costs long term.

Company History: I started at Tweddle in Mar 2011, Nuance bought Tweddle in May 2013, and Cerence Automotive spun out from Nuance

SKILLS

Tactical day to day leadership of iOS and Android App development teams.

Navigating stakeholders through complex technical issues cross organizationally. Strong customer focus. Brings large groups to clear paths of success and has excellent vision for the technical landscape that could impede the progress of engineering efforts.

AWARDS

Feb 2020 company-wide Cerence Hackathon grand prize winner. Lead my dev team to 1st place out of 26 teams with "TourGuide" iOS/Android apps and web POI DB.

LANGUAGES & PLATFORMS

iOS, Android, Java, Objective C, Swift, C/C++, Kotlin, Amazon Auto-AVS, XCode, Android Studio, Git, Jenkins Bluetooth, CarPlay, Android Auto, React Native, JavaScript, AWS Amplify, AudioKit.

Communications in Oct 2019.

7HillsStudios, Seattle— iOS Software Dev Engineer/Manager

Jun 2009 – Mar 2011

Developed iOS Apps: TouchLanguage (language learning apps for Spanish, French, Italian, German, English), MyWorld (geography app), and ChallengePact (social networking habit improvement app).

Microsoft, Redmond SDET Lead

1997 – 2009

SDET Test Lead, SPOT & DirectBand Microsoft 2005 – 2009 WA

MSNDirect.com was a wireless information service for navigation devices, delivering data to the US & Canada via FM radio spectrum. Services included Inrix Traffic, Weather, Gas prices, Movie times, Local Events, Stock Quotes, News, and Flight Status.

- Starting from scratch I hired over a dozen employees, performed the day to day management & developed two strong engineering leads. Architected and developed the QA Team's Toolset via C# code.
- Shipped solid DirectBand V1.0, V2.0 & V3.0 HW/SW & Web releases along with a number of interim service pack releases, including major web/web service/SQL/HW upgrades of the Server backend (70 machines). Drove project management & set the development tempo by setting product milestones. Coordinated with Ops on website & server components for ongoing deployments (Major releases, service packs, upgrades, hotfixes & patches)
- Interfaced with numerous external OEM partners (Garmin, Mitac, Liteon, & SiPort) supplying our SDK, dev support, and quality gates.

SDET Lead MSTV/Windows Media Center 2002 – 2005

Test Architect for over 50 SDETs and SDEs. Led a small core dev team of 5 to develop automated test infrastructure for set top boxes, Windows Media AV cards, digital video recorders, and media players. Interviewed, hired, and managed over 20 outsourced QA Devs in Beijing China

EDUCATION

The Evergreen State College, Olympia — BS/BA

Emphasis on Computer Science, Physics, Psychology

Landmarks Preservation Board

12 Members: Pursuant to *Ordinance No. 106348*, all members subject to City Council confirmation, 3-year term for 11 members, and 1-year term for Get Engaged Member:

- 12 Mayor-appointed

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
2	M	5	1.	At- Large	Dean E. Barnes	08-15-22	08-14-25	2nd	Mayor
2	M	3	2.	At-Large	Lawrence Norman	08-15-24	08-14-27	2nd	Mayor
1	F	2	3.	Structural Engineer	Roi Chang	08-15-22	08-14-25	2nd	Mayor
6	M	7	4.	Get Engaged	Marc Schmitt	09-01-23	08-31-24	2nd	Mayor
6	F	4	5.	Architect	Taber Jossi Caton	08-15-24	08-14-27	2nd	Mayor
6	M	2	6.	Urban Planning	Ian Macleod	08-15-24	08-14-27	2nd	Mayor
6	F	6	7.	Real Estate	Katie Randall	08-15-22	08-14-25	1st	Mayor
6	F	3	8.	At-Large	Harriet M. Wasserman	08-15-24	08-14-27	2nd	Mayor
2	F	N/A	9.	Historian	Lora-Ellen McKinney	08-15-24	08-14-27	2nd	Mayor
6	F	2	10.	Architect	Becca Pheasant-Reis	08-15-22	08-14-25	1st	Mayor
6	M	1	11.	Finance	Padraic Slattery	08-15-22	08-14-25	1st	Mayor
1	M	6	12.	Historian	Matt Inpanbutr	08-15-22	08-14-25	2nd	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	6	6			2	3				7			
Council													
Other													
Total													

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.