





City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <p style="text-align: center;">Taha Ebrahimi</p>		
Board/Commission Name: Historic Seattle PDA		Position Title: Member, Position #7
X 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 type="checkbox"/> Mayor <input checked="" type="checkbox"/> Other – HSPDA Council		Term of Position: * 12.1.20 – 11.30.24 <input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: <i>Capitol Hill (District 3)</i>	Zip Code: 98122	Contact Phone No. 
Background: See attached resume.		
Authorizing Signature (original signature):  Date Signed (appointed): JUNE 14, 2023		Appointing Signatory: Stephanie Toothman HSPDA Council Chair

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

Taha Ebrahimi

Greater Seattle Area



Summary

Award-winning communications/digital media leader helping global organizations leverage the power of their stories to achieve high-impact strategic objectives.

Experience

Director, Tableau Public

Tableau

Aug 2018 - Present (5 years 3 months)

- Increased monthly active users on Tableau Public by 60% year over year.
- Grew participation in data contest series by 31% year over year, broadening audience reach via strategic partnerships with influencing organizations such as The AP and USDA.
- Helped ideate and launch award-winning brand campaign based entirely on community-generated Tableau Public visualizations.

SVP & Global Head, Strategic Content

Marsh

2016 - 2018 (2 years)

- Introduced new strategic content publishing partnerships with leading international organizations and influencers, amplifying research impact.
- Increased audience engagement on key products by up to 600%, aligning complex global messaging with targeted digital media content strategy.
- Instituted social media governance model for company's 130-country footprint, achieving highest consistent month-over-month organic reach in comparison to peer multinationals.

Director, Strategic Communications

Marsh McLennan

2014 - 2016 (2 years)

- Grew engagement on key global risk issues by 455% on content for sponsored World Economic Forum annual meeting in Davos, Switzerland.
- Led innovative collaboration with The Atlantic Monthly on launch of company's third-party news service, www.BrinkNews.com, informing corporate and public policy decisions on critical business challenges.
- Boosted internal colleague engagement by 90% worldwide for 60k+ employees by galvanizing around common values and purpose.

Director, Corporate Communications

Navigators, a brand of The Hartford

2008 - 2014 (6 years)

- Built and led global communications department for publicly-traded commercial specialty insurance carrier— from public relations and brand/advertising strategy, to progressive multi-channel marketing campaigns.
- Facilitated \$20 million in new business annually, designing and managing company's first groundbreaking national cross-marketing program.
- Earned industry's "Best in Show" four consecutive years on shareholder annual report.



Teacher

University of Pittsburgh

2005 - 2008 (3 years)

- Taught courses including "Freshmen Composition" and "Advanced Creative Nonfiction Writing" (16-35 students per class)
- Consistently earned high student ratings.
- Published in "Keep it Real: Everything You Need to Know About Researching and Writing Creative Nonfiction" (W.W. Norton, 2008).



Project Manager

Pyramid Communications

2002 - 2005 (3 years)

Researched client issues, analyzing trends, identifying potential strategic opportunities, and advising on high-impact communications messaging activities.

- Aide to former Surgeon General, Dr. David Satcher, moderator of first national roundtable identified as part of suite of recommendations produced for The Robert Wood Johnson Foundation (Johnson & Johnson) on topic of childhood obesity in low-income minority communities.
- Differentiated message strategy and target audience research delivered to organizations such as Casey Family Programs (UPS), The Seattle Foundation, and Social Venture Partners.



Reporter

The Seattle Times

2002 - 2003 (1 year)

Researched, developed and wrote news and reviews for arts, culture, and entertainment section, achieving regular front-page article placement and successfully cultivating and establishing sources.



Fellow

Watson Foundation

2001 - 2002 (1 year)

Interviewed expatriate Sufi women in Benin, Cote d'Ivoire, The Netherlands, Turkey, and the U.K., conducting first-known qualitative research (60 Thomas J. Watson (IBM) fellowships awarded annually from pool of 1,000 nominees)

Education



Whitman College

Bachelor of Arts - BA, English Literature



University of Pittsburgh

Master of Fine Arts - MFA, Nonfiction Writing

Honors & Awards



Forthcoming (Spring 2024): "Street Trees of Seattle" - Sasquatch Books



Forthcoming (Fall 2023): Artist in Residence - The Bloedel Reserve



Anthology Publication: "Tremors: New Fiction by Iranian American Writers" -

The University of Arkansas Press

2014



Anthology Publication: "Love and Pomegranates: Artists and Wayfarers on Iran"

- Nortia Press

2013



Anthology Publication: "Keep it Real: Everything You Need to Know About Researching and Writing Creative Nonfiction" - W. W. Norton & Company, Inc.

2008



Writer in Residence - Millay Arts

2008



Fellow - Mid Atlantic Arts

2007



Writer in Residence - Hedgebrook

2005

Historic Seattle Preservation and Development Authority

18 Members: Pursuant to RCW 35.21.730 and SMC 3.110, all members subject to City Council confirmation, 3-year terms, however, due to restructuring of the board a 1-year transition provision is implemented until a stagger is created.

- 6 Mayor- appointed
- 12 Other Appointing Authority: 6- PDA Governing Council, 6- PDA Constituency

Roster:

*D	**G	RD	Position No.	Position Title	Name	Current Term Begin Date	Term End Date	Term #	Appointed By
6	M	2	1.	Ex Officio	David Yeaworth	12/1/20	11/30/24	2	Constituency
6	F	5	2.	Member/ Chair	Stephanie Toothman	12/1/21	11/30/25	2	Mayor
6	M	4	3.	Member	Lorne McConachie	12/1/22	11/30/26	1	Constituency
2	F	3	4.	Member	Stephanie Johnson Toliver	12/1/21	11/30/24	2	Governing Council
2	M	N/A	5.	Member/ Vice Chair	Kenny Pittman	12/1/20	11/30/24	1	Mayor
1	F	N/A	6.	Member	Mariko Park	12/1/21	11/30/25	2	Constituency
8	F	3	7.	Member	Taha Ebrahimi	12/1/20	11/30/24	1	Governing Council
			8.	Member	Vacant			1	Governing Council
6	F	N/A	9.	Member	Karen True	12/1/21	11/30/25	2	Governing Council
			10.	Member/ Secretary	Vacant			1	Mayor
6	M	7	11.	Member	Rick Sever	12/1/19	11/30/23	5	Constituency
6	M	3	12.	Member/ Treasurer	Jack O'Connor	12/1/19	11/30/24	1	Mayor
6	F	2	13.	Member	Angela Faul	12/1/23	11/30/26	1	Governing Council
			14.	Member	Vacant				Constituency
			15.	Member	Vacant				Mayor
			16.	Member	Vacant				Governing Council
			17.	Member	Vacant				Constituency
			18.	Member	Vacant				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	2	1				1				2			
Council	N/A	4				1				2		1	
Other	3	1			1					3			
Total	5	6			1	2				7		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.