



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Paul Neal</i>		
Board/Commission Name: <i>Pike Place Market Preservation & Development Authority</i>		Position Title: <i>"Member"</i>
☐ Appointment OR ☒ Reappointment		Council Confirmation required? ☒ Yes ☐ No
Appointing Authority: ☐ Council ☐ Mayor ☒ Other: <i>PDA Governing</i>	Date Appointed: <i>7/29/2021</i>	Term of Position: * <i>7/1/2021</i> to <i>6/30/2024</i>
Residential Neighborhood: <i>Seattle</i>	Zip Code: <i>98112</i>	Contact Phone No.: [REDACTED]
Background: Paul is the principal of 6h Consulting, a marketing and brand consultancy he created in 2001. The firm helps organizations of all types and sizes build richer, stronger relationships with customers, in line with their overall business goals. Its work includes strategic planning, market analysis, product development, brand development, and communications planning. Prior to forming 6h, Paul was senior vice president for strategy at Cole & Weber. Over the course of his career, he has helped grow some of the most powerful global brands. Past and current clients include Alfa Romeo, Boeing, Coca-Cola, Experian, HP, Nestle, and Zegna. He has lectured on branding and marketing at the University of Arkansas, the University of Washington and Seattle University. Advancing the work of community building and social justice organizations has also been a significant professional and personal focus. Since forming 6h, Paul has consulted with the Bill & Melinda Gates Foundation, Pike Place Market Foundation, Pivotal Ventures, Seattle Parks Foundation, and Wing Luke Museum of the Asian American Experience. Paul is a graduate of Leadership Tomorrow and a past board president of the Northwest AIDS Foundation and Photo Center Northwest.		
Authorizing Signature (original signature): <i>Colleen Bowman</i>		Appointing Signatory: <i>Colleen Bowman</i> <i>PDA Council Chair</i>



Paul Neal

SUMMARY

30+ years' experience in Brand, Marketing and Communications strategy.

EXPERIENCE

1999-Present: Brand and Marketing Consultant / 6H Consulting

Providing brand and marketing counsel to local, national and international organizations.

Past and current clients: Amazon, Alfa Romeo, Bill & Melinda Gates Foundation, Coca-Cola, Danone, Egencia, Experian, HP, Nestle, Pivotal Ventures, Raikes Foundation, Seattle Parks Foundation, T-Mobile, Weyerhaeuser, Zegna

1989-1999: Cole & Weber (WPP). Senior Vice President, Strategic Planning

Directed communications strategy development and campaign planning.

Past and current clients: Alaska Airlines, Boeing, BPA, Fortune Magazine, Group Health, GTE, Mattel, McCaw Cellular, Safeco, Stimson Lane

1984-1989: Baptist Medical System. Director of Marketing Communications

Directed all paid communications including corporate advertising, patient communications, physician communications and employee communications.

CIVIC LEADERSHIP

- Pike Place Market PDA, Councilmember, 2017-2021
- Photo Center Northwest, Board President, 1999
- Northwest AIDS Foundation Board of Directors, 1993-1997; Board President, 1995-1997
- Leadership Tomorrow, Class of 1996

EDUCATION

Bachelor of Arts, University of Arkansas, 1983

Pike Place Market Preservation and Development Authority

March 2021

12 Members: Pursuant to RCW 35.21.730 and Seattle Municipal Code 3.110; all subject to City Council confirmation, 4-year terms:

- 4 Mayor-appointed
- 8 Other Appointing Authority-appointed (specify): (4) Constituency and (4) PDA Governing Council

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	M	7	1.	Member	JJ McKay	7/1/18	6/30/22	1	Mayor
6	M	3	2.	Member	Paul Neal	7/1/21	6/30/24	2	Governing Council
	M	7	3.	Member	Devin McComb	7/1/21	6/30/24	2	Mayor
6	M	7	4.	Member	Nick Setten	7/1/18	6/30/22	1	Constituency
6	M	6	5.	Member	Russell Monroe	7/1/21	6/30/24	1	Constituency
1	M		6.	Member	Ray Ishii	7/1/19	6/30/23	2	Governing Council
1	M	7	7.	Member	Gundeep Signh	7/1/20	6/30/24	1	Mayor
8	M	3	8.	Member	Abraham Dairi	7/1/18	6/30/22	1	Governing Council
	M		9.	Member	Gordon McIntyre	7/1/20	6/30/24	1	Constituency
5	M		10.	Member	David Ghoddousi	7/1/19	6/30/23	5	Constituency
6	F		11.	Member	Patrice Barrentine	7/1/20	6/30/24	3	Governing Council
6	F	3	12.	Member	Jan Hendrickson	7/1/19	6/30/23	1	Mayor

SELF-IDENTIFIED DIVERSITY CHART

					(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	Men	Women	Transgender	Unknown	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non- Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	3	1			1					2			
Gov. Council	3	1			1					2		1	
Other	4								1	1			
Total	9	2			2				1	5		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.