City of Seattle Boards & Commissions Notice of Appointment

Appointee Name:	
Robi Ganguly	

Board/Commission Name:	Position Title:
Seattle Pedestrian Advisory Board	*Member*

☒ **Appointment** *OR* ☐ **Reappointment**	**City Council Confirmation required?** ☒ Yes ☐ No

Appointing Authority: ☐ City Council ☒ Mayor ☐ Other: *Fill in appointing authority*	**Term of Position:** * 4/1/2024 **to** 3/31/2026 ☒ *Serving remaining term of a vacant position*

Residential Neighborhood: *Queen Anne*	**Zip Code:** *98119*	**Contact Phone No.:** ▮

Background:
Robi has been a business owner in the downtown corridor as well as a homeowner in Queen Anne, using walking and transit to commute to work as well as promoting a walking environment in his office. He believes a healthy pedestrian environment is crucial to supporting our community, promoting safety and making it livable.

Authorizing Signature (original signature):	**Appointing Signatory:**
[signature]	*Bruce A. Harrell*
	Mayor of Seattle
Date Signed (appointed): **November 7th, 2025**	

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

ROBI GANGULY

Customer obsessed technology leader

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EXPERIENCE

Advisor, Board Member, Lover of Customers
Company Name

📅 05/2024 - Present   📍 Seattle, WA

GM, Mobile
Alchemer

📅 01/2023 - 05/2024   📍 Seattle, WA

CEO
Apptentive

📅 03/2011 - 01/2023   📍 Seattle, WA

Apptentive was founded on the principle of "Customer Love" – that every company is in the business of earning customer loyalty and commitment, and that mobile communications have become the most efficient method of earning customer trust. At Apptentive, we create software that empowers companies to start conversations with their customers, listen to them, respond accordingly, and use insights gained to build a more customer-centric mobile app and company. We power millions of mobile customer conversations every month for thousands of apps including AllRecipes, DraftKings, Evernote, IHG, Nordstrom, and Overstock.

Co-founder
DraftMVP

📅 12/2007 - 04/2012   📍 Location

We make use of sports data to build interesting tools for fantasy sports. Our approach towards data, the portfolio of player's statistics and the opportunity to build multiple sets of tools for fantasy sports sets us apart.

CEO
Big Ideas Strategy, LLC

📅 05/2008 - 03/2011   📍 Location

We're a small strategy consulting shop focused on digital communications, brand building, design and testing.

EXPERIENCE

Director, Global Advertising Marketplaces.

Yahoo!

📅 08/2007 - 03/2008 📍 Location

I like to ask a lot of questions and try to figure out better answers. While in this role I focused on several massive questions: I tried to answer some of these questions by doing a few things: My most ambitious project, a pitch to the executives on how to standardize design and ad inventory outlived me. While I left Y! before it weaved its way through the corporate political process, the remnants of my recommendations are visible in today's IAB standards.

- What is it that people want to do with content online?
- How much advertising is the right amount for people?
- What design decisions can publishers and advertisers make that will make their lives easier and consumers' online experiences more consistent?
- How can we make companies measure and track their design and monetization choices?
- What is it that will make advertising more valuable for people who are Yahoo! users?
- Focusing on more rigorous design constraints for properties
- Convincing the major revenue producing divisions to require that their A/B tests include monetization options
- Working with the emerging social properties (Flickr, Upcoming and others) on the introduction of advertising to community sites

Sr. Manager, Supply Management

Yahoo!

📅 01/2006 - 08/2007 📍 Location

In the digital ad world, what is supply? What is it that people are buying and selling in order to power the Yahoo!, Google, and Facebook? Ad impressions. In every market, there is the concept of supply & demand. The data available to those who run advertising markets is incredible. When I joined Yahoo!, most people focused on the demand side of the equation. I championed the idea that the advertising inventory that is available for sale is strategically important. At the time the senior property executives did not understand that they were meaningfully impacting the value of their supply each time one of their services went through a major redesign. This meant that they didn't ask questions about the impacts of the changes on their supply. Major revenue decisions were being made without the knowledge that meaningful and relevant data could support or question their hypotheses. This was a pretty big gap. I wanted to fix this. I had an approach that was focused on two goals:

- Increase the value of the Yahoo! display ad supply
- Precisely categorize and identify all inventory for user experience measurement

Seattle Pedestrian Advisory Board

12 Members: Pursuant to Resolution 29532 and Ordinance 120325, all members subject to City Council confirmation, 2-year terms, Get Engaged Member, 1-year term:

- 7   Mayor- appointed
- 5   City Council - appointed

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	F	6	1.	Member	Fallon Boyle	4/1/24	3/31/26	2	City Council
4	F	1	2.	Member	Chris Mackay	4/1/25	3/31/27	1	City Council
6	M	5	3.	Member	Wes Mills	4/1/24	3/31/26	2	City Council
			4.	Member		4/1/25	3/31/27		City Council
			5.	Member		4/1/25	3/31/27		City Council
6	F	1	6.	Member	Kelsey Nyland	4/1/24	3/31/26	1	Mayor
2	F	3	7.	Member	Lily Andualem	4/1/25	3/31/27	1	Mayor
9	M	7	8.	Member	Robi Ganguly	4/1/24	3/31/26	1	Mayor
6	O	3	9.	Member	Chris Grgich	4/1/24	3/31/26	2	Mayor
6	F	5	10.	Member	Delaney Lind	4/1/25	3/31/27	2	Mayor
3	F	3	11.	Member	Stevie Rae Brown	4/1/24	3/31/26	1	Mayor
		3	12.	Get Engaged Member	Jeremy Knapp	9/1/2025	8/31/2026	1	Mayor

SELF-IDENTIFIED DIVERSITY CHART

	Male	Female	Transgender	NB/O/U	(1) Asian	(2) Black/ African American	(3) Hispanic/ Latino	(4) American Indian/ Alaska Native	(5) Other	(6) Caucasian/ Non-Hispanic	(7) Pacific Islander	(8) Middle Eastern	(9) Multiracial
Mayor	1	4		1		1	1			3			1
Council	1	2						1		2			
Other													
Total	2	6		1		1	1	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.