




City of Seattle Boards and Commissions Notice of Appointment

Appointee Name: Joneil M. Sampana		
Board/Commission Name: Community Technology Advisory Board (CTAB)		Position Title: At-Large Member
<input type="checkbox"/> Appointment OR <input checked="" type="checkbox"/> Reappointment		Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input type="checkbox"/> Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: Specify appointing authority		Term of Office: 1/1/16 12/31/18 ⁰ 11/1/18 AH
Residential Neighborhood: Seward Park	Zip Code: 98118	Contact Phone No.: 206-619-8427
Legislated Authority: Seattle Municipal Code (SMC) 3.22.050		
<p>Background: Joneil is currently the Chair of the E-government Committee of CTAB. In 2015, he served as the Vice-Chair of CTAB. His leadership of e-government initiatives includes support for the open data initiative and hackathons. He also led the development of the Washington State Data Visualization Internship Program, partnership with State of Washington Office of CIO, WTIA, Microsoft, Socrata, Tableau, and 4 universities. Joneil is a resident of SE Seattle (Dist. 2) & a Business Program Manager at Microsoft developing new uses for emerging technologies impacting social change. Previously, he also helped lead development of the ThriveCentral Summer Internship Program in the CD.</p> <p>Joneil's expertise in partnership development, strategic initiatives and will service CTAB's work on civic technology and digital equity.</p>		
Date of Appointment: 3/30/16	Authorizing Signature (original signature): 	Appointing Signatory: Edward B. Murray Mayor of Seattle

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 CITY OF SEATTLE
 2016 MAR 31 PM 4:39
 CITY CLERK

Joneil M. Sampana, MSE

ACCOMPLISHMENTS and EXPERIENCE:

<http://www.linkedin.com/in/joneilcustodio>

Business Program Manager – Microsoft Corporation, Redmond, WA (07/14 - present)

Public Sector strategist and storyteller developing new uses for emerging technologies impacting social change.

- Creating Public Sector strategic direction and offers for enterprise customer engagements.
- Developing strategic relationships and intellectual property with consulting partners and clients.

Recent projects -

- Washington State Data Visualization Internship Program, partnership with State of Washington Office of CIO, WTIA, Microsoft, Socrata, Tableau, and 4 universities.

Founder/Principal - Vlaire Consulting Group, Seattle, WA (01/11 - present)

Strategic customer relationship management (CRM) consultant teaching community leaders and young people about social change leadership to advance organizations tackling public education, environment and fair employment initiatives.

- Leading client negotiations and crafting Statement of Work (SOW) contracts.
- Conducting project staffing with external consultants and offshore teams, project delivery quality control, and client training.

Recent projects -

- ThriveCentral Summer Internship Program in Seattle's Central District, partnership with City of Seattle and Seattle University.
- Taproot Foundation Salesforce.com Service Delivery subject matter expert for consulting teams.
- Deployed Salesforce.com system including district-wide volunteer management system for Oakland Unified School District (OUSD) Career and College Readiness Organization.

Sr. Change Mgmt Consultant & Strategic Account Leader – RGP Consulting, San Francisco, CA (08/12 – 07/14)

Strategic HR and technology change management/project management consultant specializing in sales & marketing team enablement and analytics.

- Developed strategic relationships and negotiate project contracts with client executives.
- Assessed client business objectives and defining change strategy and work plans to meet objectives.

Recent projects -

- Lead Fortune 100 bank change management initiative for 300+ sales and marketing users across US, Europe, and Asia to adopt new global team collaboration practices and Salesforce.com platform.
- Manage stakeholder and user expectations through multiple feature releases and Sharepoint administration.
- Work with global expansion marketing teams to implement “go-to-market” (GTM) strategies including metric-based pipeline and forecasting reports and dashboard analytics to track sales activities and sales team performances.
- Gather business user requirements and manage SDLC with off-shore development team members.
- Capture product & services challenges from prospects and clients; translate into product opportunities.
- Manage sales CRM product roadmap based on internal sales teams and enterprise requirements.

Western Territory Relationship Manager - Prudential, Seattle, WA (3/07 - 2/11)

Regional executive responsible for leading field sales team diversity change initiatives for sales team recruiting and go-to-market launches throughout 15 western states.

- Aligned territory-wide change initiatives with 13 regional directors; assess local office business objectives and develop change strategy, operational plans, budget and scorecards/metrics.
- Provided team and one-to-one sales team training on leadership, process and technology topics to ensure performance.
- Implemented Lotus Notes project management and repository databases for National Team leaders.

National Marketing Director - National Assn of Asian-Am Professionals, Seattle, WA (11/05 – 6/07)

Corporate relations leader responsible for establishing national marketing portfolio for 24 remote chapters. Maximized corporate brand awareness for key clients through customized national and regional marketing campaigns.

- Coordinated national and local initiatives and key communications for 2600+ membership subscribers.
- Established virtual work environment and trained 15+ team members to lead national marketing campaigns.
- Established national and local marketing campaign portfolio and benchmarks with analytics and benchmarks.
- Implemented new marketing and social media tools for national marketing programs, including ConstantContact, Google Analytics, Cvent registration systems.

Consultant - PointB Solutions, Seattle, WA (2/06 - 8/06)

Client-facing program manager for 2 mission-critical Program Management Offices (PMO) for major healthcare claims provider and major software company, including PMO offices in US, Ireland and Australia.

- Facilitated PMO procedures for global production and distribution for client's #1 operating system platform. (Microsoft)
- Trusted advisor for project sponsor on PMO project status, action plans, issues, and mitigation plans.

EDUCATION:

Master's Degree: Software Engineering, Seattle University - 2004

Professional Certificate: Software Engineering, University of Washington Extension - 1998

Bachelor's Degree: Operations and Information System and Computer Science, Gonzaga University - 1996

CERTIFICATIONS:

ACMP Certified Change Management Professional – 2015

Salesforce Certified Administrator 201 (WI14) – 2013

American Diversity Conference – Diversity Training - 2010

Executive Development Institute – Diversity Leadership - 2006

COMMUNITY LEADERSHIP:

Partner, Social Venture Partners

Board Member, City of Seattle Community Technology Advisory Board

Account Director Mentor and Salesforce.com Delivery Subject Matter Expert, Taproot Foundation

Community Technology Advisory Board
 (Formerly the Citizens Telecommunications & Technology Advisory Board)
 As of 3/31/2016

10 members: 9 members with two-year terms, renewable for one additional term; and 1 Get Engaged young adult member with a one year term. Per **Ordinance Number: 124736**, all subject to Council confirmation.

- 4 At Large Appointed by Council
- 3 At Large Appointed by Mayor
- 3 Special Appointed by Mayor, representatives of
 - Education
 - Public Access to Telecommunications
 - Get Engaged young adult position

D*	G	Position No.	Position Title	Name	Term Start Date	Term End Date	Term #	Appointed By
1	F	1	At Large	Amy Hirotaka	1/1/15	1/1/17	1 st	Council
6	F	2	At Large	Heather Lewis	1/1/16	1/1/18	1 st	Mayor
6	M	3	At Large	Mark DeLoura	1/1/16	1/1/18	1 st	Mayor
1	F	4	At Large	Karia Wong	1/1/15	1/1/17	1 st	Council
6	M	5	Education	Carmen Rahm	1/1/15	1/1/17	1 st	Mayor
2	F	6	Get Engaged	Iga Fikayo Keme	9/1/15	9/1/16	1 st	Mayor
1	M	7	At Large	Chris Alejano	1/1/16	1/1/18	1 st	Council
1	M	8	At Large	Joneil M. Sampana	1/1/16	1/1/18	2 nd	Mayor
2	F	9	At Large	Nourisha Wells	1//15	1/1/17	2 nd	Council
3	M	10	Public Access	Jose Vasquez	1/1/15	1/1/17	1 st	Mayor

Diversity Chart:

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)				
	Men	Women	Vacant	Minority	Asian-American	Black/African American	Hispanic/Latino	American Indian/Alaska Native	Other ***	Caucasian/Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	4	2	0	3	1	1	1			3			
Council	1	3	0	4	3	1							
Other													
Total	5	5			4	2	1			3			

Key:

- *D List the corresponding *Diversity Chart* number (1 through 9)
- **G List *gender*, M or F
- ***Other Includes diversity in any of the following: *race, gender and/or ability*