




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Mark Gau		
Board/Commission Name: Seattle Chinatown-International District Preservation & Development Authority (SCIDpda)		Position Title: Member
<input checked="" type="checkbox"/> Appointment OR <input 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:		Term of Office: 3-year term March 31, 2016 to December 31, 2018
Residential Neighborhood: South Lake Union	Zip Code: 98121	Contact Phone No.: (206) 819-0277
Legislated Authority: SMC 3.110		
Background: <p>Mark Gau has 32 years of experience as a Marketing Executive and Business Leader creating effective growth strategies for a diverse number of product brands. Mark has worked for Castrol Lubricants in London, Japan, and Hong Kong. He has also worked for Nike Inc., Sara Lee Corporation and Burlington Industries. Mr. Gau brings a unique understanding of the internal issues facing companies/organizations in an ever changing world of brand strategy and marketing communications.</p> <p>Mr. Gau's community involvement includes Seattle Social Venture Partners, Chinese American Association of Greensboro, NC and Habitat for Humanity in Greensboro, NC.</p> <p>Mr. Gau has a MBA from Duke University. He also has a MA in Linguistics from Fu Jen University in Taipei, Taiwan and a BA in English Literature from Tamkang University in Taipei, Taiwan.</p> <p>This appointment represents Mr. Gau's first term.</p>		
Date of Appointment: 3/21/16	Authorizing Signature (original signature): 	Appointing Signatory: Edward B. Murray Mayor of Seattle

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 CITY OF SEATTLE
 2016 APR -1 PM 2:47
 CITY CLERK

MARK GAU



MARKETING EXECUTIVE / GENERAL MANAGER

Experience as a proven and highly successful Marketing Executive and Business Leader creating effective growth strategies for a diverse number of brands. Provides unique understanding of the internal issues companies face in the ever changing world of brand strategy and marketing communications for global industries. Acknowledged for creatively and effectively engaging customers in branded experiences that build business while working across cultures with team members in multiple locations.

- *Global experiences /multicultural context*
- *Strategic marketing and planning*
- *Brand planning*
- *Brand positioning*
- *Entry strategies*
- *Business Reviews & Recommendations*
- *Builds High Performing Cultures with Integrity*
- *Recognized as Key Developer of Corporate Talent*
- *Organizational leadership*
- *Change management*
- *Fluent in 3 Chinese dialects*

EXPERIENCE

Castrol Lubricants, London, UK

1999 - 2014

Founded in 1899, Castrol is a British global brand of industrial and automotive lubricants offering a wide range of oils, greases and similar products for most lubrication applications. Castrol was purchased by BP in 2000.

Global Edge Brand Director / Hong Kong/USA, (2012 - 2014)

Responsible for all brand related global initiatives for a \$1.2 Billion Brand including:

- Redefine Edge in company portfolio-of-products with new business strategy.

Key Achievements:

- Repositioned the brand with innovation and creativity bringing freshness and excitement to the category for global re-launch.

Marketing Director, North Asia (Japan/Korea/Taiwan) / Hong Kong, (2012)

Responsible for all brand related initiatives.

Marketing Director, China, Korea, Taiwan / Shanghai (2009 - 2012)

Acting GM, China Lubes & Board Chairman, Dong Feng & Castrol JV China (2008 - 2009)

Marketing Director, China (2007 - 2008)

Responsible for partnering in setting and executing the strategic plan to turn around the Chinese business between 2007 and 2011.

Key Achievements:

- Increased operating profit 10 times in 4 years to \$ 100+ Million with an advertising budget of \$30 Million.
- Led overall strategic review efforts in 2007 and 2009.
- Built a world-class marketing team of 20.
- Created a solid organization for sustainable growth in China.

Regional Marketing Manager, Asia Pacific, / Hong Kong (2006 - 2007)

Responsible for assisting the China Division review its' positioning in the Super Dealers segment.

Key Achievement:

- Launched "Professional Offer" in Asia Pacific.

Castrol Lubricants, London, UK continued.....

Marketing Director, Japan / Tokyo (2005)

Responsible for all brand related initiatives.

Key Achievements:

- Initiated price increase to cover cost increases (first time in 5 years) while facing tremendous internal resistance.
- Successfully helped integrate sales and marketing organizations between BP and Castrol.
- Led strategic review for newly integrated BP/Castrol organization.

Regional Truck Oil Marketing Manager, Asia Pacific / Hong Kong (2003 - 2004)

Responsible for all Truck Oil brand related Initiatives.

Key Achievements:

- Initiated series of price increases in Vietnam for BP brand to claim premium justified by the brand image and delivering significant operating profit.
- Launched Dr. Truck regional campaign.
- Assisted Malaysia in recovering lost market share by removing unjustified pricing premium.
- Launched road shows in the Philippines, Vietnam, and Thailand.

Marketing Director, China / Hong Kong (1999 - 2003)

Responsible for all brand related initiatives.

Key Achievements:

- Moved China Lubes focus away from motorcycles and toward cars and trucks.
- Successfully integrated BP and Castrol marketing organizations and repositioned both brands.
- Led strategic review for newly integrated BP/Castrol organization.
- Won 3 awards: 2003 Asia Pacific Best Product Launch Award, 2002 Best Improved Brand Award for China, 2001 Asia Pacific Best Sales & Marketing Cooperation Award.

Nike Inc., Beaverton, OR

1997 - 1998

Founded in 1964, Nike is one of the world's largest suppliers of athletic shoes, apparel, and sports equipment.

Apparel Business Director, China / Shanghai (1998)

Responsible for launching a China-sized line of apparel.

Key Achievement:

- Installed an inventory system to manage highly seasonal stocks.

Apparel Business Director for Licensee Business, India, Pakistan, Indonesia, Thailand, Philippines, and South Africa / Hong Kong (1997 - 1998)

Responsible for instilling Nike culture and working methods in all licensees/distributor businesses including ensure all business units have viable operating model and organizational structure that meets Nike compliance standards.

Key Achievement:

- Initiated innovative sourcing arrangement for Indonesia in the middle of 1997 financial crisis.

Sara Lee Corp., Downers Grove, IL

1990 - 1997

Founded in 1939, Sara Lee was an American consumer goods company producing food, beverage, household, and body care products. Sara Lee closed in 2012.

Sales & Marketing Director, Personal Products, China / Shanghai (1995 - 1997)

Responsible for building a marketing infrastructure from scratch with JV partner Vocal Hosiery including:

- Hiring and managing a sales and marketing team of 50+ with 200+ contract counter-staff.
- Build a solid marketing infrastructure that represents Sara Lee's company culture.
- Rebrand and re-launch the Chinese Vocal Hosiery brand.

Key Achievements:

- Opened 20+ Sara Lee/Vocal Hosiery only retail stores.
- Upgraded the local Vocal Brand by conducting road shows at department stores.
- Pioneered the open counter concept for selling hosiery in the China market.

Corporate Business Director, China / Hong Kong (1994 - 1995)

Responsible for identifying merger & acquisition targets for Sara Lee Personal Products.

Key Achievements:

- Engaged in negotiations with Taiwan Formosa Textile Company and Ambry Form.
- Negotiated 2 JV's for Sarah Lee: Kiwi JV with Golden Rooster and Sara Lee with Vocal.

Sara Lee Corp., Downers Grove, IL continued.....

Business Development Manager, China / Hong Kong (1993 - 1994)

Responsible for assisting in formulating the China entry strategy for Sara Lee Personal Products including apparel brands Champion and Hanes, hosiery brands Hanes and Leggs, and intimate brands Playtex and Wonder Bras.

Key Achievements:

- Reviewed 100+ Chinese hosiery manufacturers and recommended 3 as JV candidates.
- Conducted due diligence on the 3 JV candidates and conducted negotiations with the final candidate.

Product Manager, Taiwan / Singapore & USA (1990 - 1993)

Responsible for assisting in launching the Hosiery Project in Taiwan and serving as the cultural liaison for the US based team.

Key Achievements:

- Assisted in developing hosiery products suitable for the Taiwan market including conducting qualitative and quantitative research, concept development to final product wear tests, and price setting.
- Recruited Taiwan General Manager for entry implementation.
- Evaluated and recruited the distributor for Taiwan.
- Developed and Implemented the Taiwan sales and marketing plan.

Burlington Industries, Greensboro, NC

1984 - 1989

Founded in 1923, Burlington Industries was a diversified fabric maker with operations in the US, Mexico, and India with a global manufacturing and product development network based in Hong Kong. They filed Chapter 11 in 2001.

Finance Manager, Burling Houser Division (1986 - 1989)

Responsible for overseeing the \$50 Million budget for the Print Operation and for special projects including:

- Closing down a spinning plant with 300+ employees including relocating select equipment and assisting the employees in reassignment to other Burlington operations.
- Conducting margin-contribution analysis to streamline product lines.

Project Manager, Corporate HQ (1984 - 1986)

Responsible for various projects including: payroll automation in large textile operation and evaluation of seatbelt project for Mexico.

EDUCATION

MBA, Fuqua School of Business
MA, Linguistics
BA, English Literature

Duke University, Durham, NC
Fu Jen University, Taipei, Taiwan
Tamkang University, Taipei, Taiwan

COMMUNITY INVOLVEMENT

Volunteer Coach /2014- current
Board member /2015 – current
President /1989 - 1990
Habitat for Humanity Volunteer / 1987 - 1989

Seattle Social Venture Partners, Washington
Enso condominium, Seattle, Washington
Chinese American Association, Greensboro, NC
Housing Selection Committee, Greensboro, NC

AWARDS & RECOGNITION

Cannes Corporate Media and TV/ 2014
Beacon Award for China Turnaround / 2008, 2009, 2011
FIFA World-Cup China Execution / 2010
Asia Pacific Best Product Launch Award / 2003
Best Improved Brand Award for China / 2002
Asia Pacific Best Sales & Marketing Co-operation Award / 2001
Loaned Executive Volunteer Award / 1989

Gold, Cannes Corporate
BP Marketing Award
BP Marketing Award
BP Marketing Award
BP Marketing Award
BP Marketing Award
United Way, Greensboro, NC

Chinatown-International District Preservation and Development Authority (SCIDpda)

SEPTEMBER 2015

No fewer than twelve (12) members and no more than seventeen (17) members: Per RCW 35.21.730 and Seattle Municipal Code (SMC) 3.110, all subject to City Council confirmation, 3-year terms:

- 4 Mayor-appointed
- 4 to 9 SCIDpda Governing Council-appointed
- 4 Constituency-appointed

Roster:

*D	**G	Position No.	Position Title	Name	Term Start Date	Term End Date	Term #	Appointed By
1	F	1.	Vice Chair	Karen Yoshitomi	8/12/09	12/31/16	2	Constituency
		2.		VACANT				Constituency
1	M	3.	Chair	David Chang, MD	7/29/15	12/31/18	3	Council
		4.		VACANT				Council
1	M	5.	Member	Michael Omura	3/12/14	12/31/17	2	Council
1	M	6.	Member	Michael Itti	4/11/12	12/31/16	1	Council
1	F	7.	Member	Casey Huang	4/11/12	12/31/16	1	Council
		8.		VACANT				Council
1	M	9.	Member	Phillip Sit	8/8/12	12/31/16	1	Council
1	M	10.	Secretary	Wayne Lau	1/1/14	12/31/18	1	Council
1	M	11.	Member	Nelson Yong	1/1/14	12/31/18	1	Council
1	M	12.	Treasurer	Scott Yasui	7/29/15	12/31/18	2	Council
7	F	13.	Member	Maria Batayola	5/31/13	5/31/17	1	Mayor
7	F	14.	Member	Aileen Balahadia	3/31/16	12/31/18	1	Mayor
3	F	15.	Member	Jennifer Reyes	3/31/16	12/31/18	1	Mayor
1	M	16.	Member	Mark Gau	3/31/16	12/31/18	1	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	1	3	0	4	1		1				2		
PDA Council	7	1	2	8	8								
Other	0	1	1	1	1					0	2	0	0
Total	8	5	3	13	10	0	1	0	0	0	2	0	0

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