



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Eliab Sisay</i>		
Board/Commission Name: <i>Community Technology Advisory Board</i>		Position Title: <i>Member</i>
<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: <i>Specify appointing authority</i>		Term of Position: * <i>1/1/2018 to 12/31/2019</i>
Residential Neighborhood: <i>District 7</i>	Zip Code: <i>98119</i>	Contact Phone No.: <i>N/A</i>
Background: Eliab Sisay served on the Community Technology Advisory Board (CTAB) as a 2016-17 Get Engaged member and has been very active in the Board's digital inclusion committee. His contribution included serving on the Technology Matching Fund grants review team. Eliab is a Program Manager at Porch.com, a locally based home improvement services technology company. As a member of the Strategic Partnerships team at Porch, Eliab is responsible for company growth through the launch, operationalization, and expansion of new business verticals. A graduate of the University of Washington, Eliab has served on alumni advisory boards for the University of Washington, as a Big Brother for Big Brothers Big Sisters of Puget Sound, and as a Hometown Mentor for the College Success Foundation. Eliab completed Puget Sound Sage's Community Leadership Institute, which trains leaders from traditionally underrepresented communities and communities of color, with the goal of placing them on city boards and commissions.		
Date of Appointment: <i>10/27/2017</i>	Authorizing Signature (original signature): 	Appointing Signatory: <i>Tim Burgess</i> <i>Mayor</i>

FILED
 CITY OF SEATTLE
 OCT 27 PM 4:23
 CITY CLERK

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

ELIAB SISAY

Strategic collaborator driven to cultivate excellence in people and organizations.



SUMMARY OF QUALIFICATIONS

- A strong competitive attitude with demonstrated self-motivation and exceptional work ethic
- Excellent interpersonal and communication skills, both oral and written
- Valuable leadership, relationship building, strategic planning, and a growing analytical skill set
- Effective project management skills with the ability to lead and balance multiple time-sensitive projects
- High emotional intelligence - able to interact with technical, operational, and business teams at multiple levels
- Strong presentation skills and the ability to articulate complex concepts to diverse audiences
- Excels in handling ambiguity, and thrives in environments where teamwork and collaboration are encouraged

RELEVANT EXPERIENCE

Porch.com Inc., Seattle, WA

Current

Program Manager, Strategic Partnerships

- Drove business growth through the operationalization of new business verticals by designing solutions, developing business cases, and managing projects from product and service design to development, implementation, launch, and scale.
- Product Management: Conceived and developed new products, managing tradeoffs and evaluating opportunistic new ideas with internal and external partners.
- Program Management: Lead large projects for cross-functional v-teams focused on the delivery of new features, services, products, and systems ensuring consistent, quality, on time delivery against all projects. Contributing business and technical skills, assessing and managing risks, measuring and reporting on progress, anticipating and resolving bottlenecks, and measuring impact of initiatives on business results.
- Communication & Reporting: Drove weekly meetings to review metrics including product service quality, service level agreements, and system misses; identifying root causes and creating action plans to address issues.

Business Development Manager

- Launched, managed, and grew major strategic channel partnerships through ongoing management of key partnership deliverables and partner expectations throughout the partner lifecycle.
- Developed opportunities to optimize the partnership to increase activation and generate incremental revenue by working closely with the partner marketing team to develop partnership collateral and execute key partner marketing initiatives.
- Worked collaboratively with the executive, technical, operational, and business teams to ensure effective cross functional alignment in the development and execution of business development projects and partnerships.
- During term in position: Led partner marketing initiatives resulting in a 300% increase in monthly partner channel member activations, implemented on-boarding process improvements resulting in a 30% decrease in attrition, drove a 2.2x increase in monthly recurring revenues to \$51k

Allied Trade Group Inc., Seattle, WA

February 2010 – May 2014

Business Development Manager – Lowes Canada

- Developed strategic partnerships and programs that enhanced the value of ATG solutions and delivered substantial new revenues through the "online exclusive" program on Lowes.ca.
- Responsibilities included: Identifying new sales and distribution channels in Canada - negotiating and closing commercial agreements, launching and managing new and existing channel partners, crafting and executing marketing plans with key partners, and serving as the liaison between the Lowes Canada corporate team and the technical, operational, and business teams at ATG.
- During term in position: \$7.1M in 1st year revenues, Doubled the number of online exclusive vendors, Implemented cost effective cross-border shipping program allowing partnerships with US based vendors – projected to triple the number of online exclusive vendors by year end, Met and exceeded performance objectives.

Category Manager – Sporting Goods & Fitness

- Managed and oversaw the Sporting Goods & Fitness channel.
- Served as a key member of the Business Development team in helping to define and deliver the overall go-to-market strategy, driving top line revenue growth and overall market adoption.
- Responsibilities included: Brand development, web site traffic growth, web site UI, and working with key vendors on various topics ranging from strategic planning and policy formulation based on best practices to complete product line analysis. Position includes supervisory responsibilities.
- During term in position: Increased revenues 38%, Increased conversion rate an average of 80bp, Increased average order size 33%, Led two successful marketing initiatives, Turned Sporting Goods into a profitable channel.

Supplier Relations Analyst (Brand Manager)

- Managed over 120 brands of the Lighting Universe line.
- Responsibilities included: merchandising brands on relevant sites, vendor contract negotiations, brand optimization, content management, prospecting and developing new business opportunities.
- Consistently exceeded key performance metrics; actively communicating with vendors to maximize sales and in turn the profitability of the Lighting Universe line.
- During term in position: Increased value of brands from \$560k to \$1M, Increased net profit from \$200k to \$390k.

Calee Marketing Inc., Bellevue, WA

June 2009 – October 2009

B2B Account Executive, Corporate Trainer

- Managed a portfolio of 47 businesses in the greater Seattle area.
- Conducted new business prospecting and development, scheduled client introductions and meetings, and prepared presentations, proposals, and bid specifications to strategically win new business.
- Lead sales teams of account executives, transferring product knowledge, sales techniques, and portfolio development skills.
- Ranked in the top 5% of over 700 Account Executives nationwide.

EDUCATION

University of Washington

Bachelor of Arts, Business Administration - Finance & Marketing, May 2009

Professional Development:

Seattle Central Community College

New Manager Certificate Program, Business Administration and Management, Sept. 2012

- Focused training in key management skills. Along with basic managerial training, completed courses in: Delegation & Supervision, Budget Management, Team Management, & Change Management.

ACTIVITIES & COMMUNITY INVOLVEMENT

College Success Foundation: Hometown Mentor

University of Washington Tyee Sports Council: Member

Toastmasters International: Member

Big Brothers/Big Sisters of Washington: Big Brother

Community Technology Advisory Board

10 Members: Pursuant to Ordinance 124736, *all* members subject to City Council confirmation, two-year terms:

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

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
1	F	2	1.	Member at Large	Amy Hirota	1/1/17	12/31/18	2	City Council
6	F	4	2.	Member at Large	Heather Lewis	1/1/18	12/31/19	2	Mayor
6	M	7	3.	Member at Large	Mark Deloura	1/1/18	12/31/19	2	Mayor
1	F	2	4.	Member at Large	Karia Wong	1/1/17	12/31/18	2	City Council
6	M	7	5.	Education Member	John Krull	1/1/17	12/31/18	1	Mayor
2	M	7	6.	Get Engaged Member	Steven Maheshwary	9/1/17	8/31/18	1	Mayor
1	M	6	7.	Member at Large	Christopher R. Alejano	1/1/16	12/31/17	1	City Council
2	M	7	8.	Member at Large	Eliab Sisay	1/1/18	12/31/19	2	Mayor
6	M	6	9.	Member at Large	Torgie Madison	1/1/17	12/31/18	1	City Council
3	M	2	10.	Public Access Member	Jose Vasquez	1/1/17	12/31/18	2	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	5	1				2	1			3			
Council	2	2			3					1			
Other													
Total	7	3			3	2	1			4			

Key:

- *D List the corresponding *Diversity Chart* number (1 through 9)
 - **G List *gender*, M = Male, F= Female, T= Transgender, U= Unknown
 - RD Residential Council District number 1 through 7 or N/A
- Diversity information is self-identified and is voluntary.*