



# City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> <i>Diana Im</i>		
<b>Board/Commission Name:</b> <i>Seattle Women's Commission</i>		<b>Position Title:</b> <i>Get Engaged Member</i>
<input checked="" type="checkbox"/> <b>Appointment</b> OR <input type="checkbox"/> <b>Reappointment</b>		<b>Council Confirmation required?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Appointing Authority:</b> <input type="checkbox"/> Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	<b>Date Appointed:</b> 8/3/2018	<b>Term of Position: *</b> 9/1/2018 to 8/31/2019  <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
<b>Residential Neighborhood:</b> <i>First Hill</i>	<b>Zip Code:</b> 98122	<b>Contact Phone No.:</b> [REDACTED]
<b>Background:</b> <i>Diana is a Project Marketing Manager for Xbox Live Services at Microsoft. She is concurrently in two separate volunteer positions as a HERLead Ambassador for Vital Voices and Co-founder and Project Manager for Triumph Project Guatemala at Harvard. Diana expresses the need for technology and social intersections at the societal level in which leverages the power of accessibility in all concepts. She is excited to be a part of the Seattle Women's Commission where she can bring her perspectives and passions to.</i>		
<b>Authorizing Signature (original signature):</b> 		<b>Appointing Signatory:</b> <i>Jenny A. Durkan</i> Mayor of Seattle

FILED  
CITY OF SEATTLE  
18 AUG - 7 AM 9:51  
CITY CLERK

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

# DIANA IM

## SUMMARY

Diana is a passionate product marketer who is dedicated to making change at the intersection of technology and social impact, leveraging the power of accessible technology to empower and enable all individuals. She is a curious learner who embraces ambiguity and grapples with the big questions, with a history of bringing research, data, and objective perspective to the table.

## PROFESSIONAL EXPERIENCE

### **Product Marketing Manager**

**Redmond, WA**

#### **Xbox Live Services, Microsoft**

*2017-present*

- Established and marketed the developer-focused brand and identity of a new Xbox Live developer offering, growing developer engagement by 200% in 9 months
- Collaborated across regional managers globally to uniquely adapt product story and value proposition to each regional audience in order to increase product footprint across regions
- Diversified and grew Xbox advertising business revenue by collaborating with internal/external partners to establish a net new portfolio of sponsorships (expected ~\$10M FY19 impact)

### **Business Planning Intern**

**Redmond, WA**

#### **Xbox Live Services, Microsoft**

*2016*

- Established and marketed the developer-focused brand and identity of a new Xbox Live developer offering, growing developer engagement by 200% in 9 months
- Collaborated across regional managers globally to uniquely adapt product story and value proposition to each regional audience in order to increase product footprint across regions
- Diversified and grew Xbox advertising business revenue by collaborating with internal/external partners to establish a net new portfolio of sponsorships (expected ~\$10M FY19 impact)

## VOLUNTEER EXPERIENCE

### **HERLead Ambassador**

**Washington, D.C.**

#### **Vital Voices**

*2018 – present*

- Recognized as one of 20 HERLead Ambassadors – young female leaders in their communities
- Trained by the Vital Voices Organization as an emerging women leader across skill areas in strategic planning, marketing, PR, budgeting, finance, and project management
- Creating a network and community for young women new in career to pursue social impact projects rooted in and supporting the greater Seattle community

### **Triumph Project Guatemala at Harvard**

**El Triunfo, Guatemala**

#### **Co-founder and Project Manager**

*2015 – present*

- Co-founded a fellowship program of students and professionals across the Harvard schools to provide strategic planning and organizational development for Guatemala-based non-profit client
- Designed and implemented team solutions for strengthening client's existing projects and growing capacity by collaborating with 100+ community members; continued impact assessment
- Created extensive project proposals for 2 new health-related projects that engage 300+ community members
- Analyzed 8 years of data collected on current microloan, education, and health programs to formulate key recommendations to NGO for strategic expansion and sustainable funding structures
- Developed and led program teaching modules on leadership and international development in resource-limited communities

## EDUCATION

### **Harvard University**

**Cambridge, MA**

Bachelor of Arts in Sociology, GPA 3.7/4.0

*2017*

### **HBX | Harvard Business School**

**Cambridge, MA**

CORE: Credential of Readiness

*2015*

## PERSONAL

*Languages:* Proficient in English, Korean, Spanish

*Skills:* Excel, PowerPoint, Word, Photoshop, InDesign, Stata, Financial Modeling

*Interests:* Travel photography, hiking, coffee tasting, & learning new languages

# Seattle Women's Commission

## August 2018

21 Members: Pursuant to *SMC 3.14.920*, all members subject to City Council confirmation, 2-year terms:

- 9 City Council-appointed
- 10 Mayor-appointed
- 2 Other Appointing Authority-appointed: Commission-appointed

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
3	F	3	1.	Member	Nicole Negron	7/02/17	7/01/19	1	Mayor
2	F		2.	Member	Teresa Springer	7/02/16	7/01/18	2	Mayor
1	F	2	3.	Member	Rhonda Carter	7/02/17	7/01/19	1	Mayor
			4.	Member	<i>Vacant</i>	7/02/16	7/01/18		Mayor
2	F	3	5.	Member	Angela Rae	7/02/17	7/01/19	1	Mayor
6	F	5	6.	Member	Erica J. Soelling	7/02/17	7/01/19	2	Mayor
6	F	3	7.	Member	Tara Cookson	7/02/15	7/01/18	1	Mayor
6	F	3	8.	Member	Morgan R. Beach	7/02/15	7/01/18	3	Mayor
6	F	4	9.	Member	Zoe True	7/02/17	7/01/19	1	Mayor
9	F	7	10.	Member	Idabelle Fosse	7/02/15	7/01/18	1	City Council
1	F	3	11.	Member	K. Min Pease	7/02/17	7/01/19	1	City Council
2	F	N/A	12.	Member	Jamilah Williams	7/02/17	7/01/19	1	City Council
-	-	5	13.	Member	Xochitl Makovich	7/02/16	7/01/18	1	City Council
2	F	1	14.	Member	Tana Yasu	7/02/16	7/01/18	1	City Council
8	F	5	15.	Member	Darya Farivar	7/02/17	7/01/19	1	City Council
2	F	3	16.	Member	Rokea Jones	7/02/17	7/01/19	2	City Council
5	F	7	17.	Member	Ruchika Tulshyan	7/02/16	7/01/18	1	City Council
2	F	2	18.	Member	Lakeisha Jackson	7/02/16	7/01/18	2	City Council
6	F	3	19.	Member	Michele Maureen Frix	7/02/16	7/01/18	3	Commission
1	F	6	20.	Member	Priya D. Saxena	7/02/17	7/01/19	1	Commission
1	F	3	21.	Get Engaged	Diana Im	9/01/18	8/31/19	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	0	9			2	2	1			4			
Council	0	8			1	4			1			1	1
Comm	0	2			1					1			
<b>Total</b>	<b>0</b>	<b>19</b>			<b>4</b>	<b>6</b>	<b>1</b>		<b>1</b>	<b>5</b>		<b>1</b>	<b>1</b>

### 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.*