



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Terri Hiroshima		
Board/Commission Name: Seattle Arts Commission		Position Title: 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: <i>Fill in appointing authority</i>	Date Appointed: 6/27/2017	Term of Position: * 1/1/2017 to 12/31/2018
Residential Neighborhood: Ravenna	Zip Code: 98115	Contact Phone No.: <div style="background-color: black; width: 100px; height: 15px;"></div>
Background: Terri Hiroshima joined the University of Washington as a Senior Director of Marketing and Communications in 2015. Prior to that she was the Vice President of Communications at Seattle Metropolitan Chamber of Commerce. She has served and worked in Seattle's non-profit sector for more than 20 years, holding executive and marketing leadership positions at Crosscut Public Media, Seattle Theatre Group, Empty Space Theatre, and One Reel. She is currently vice chair of the Seattle Arts Commission and serves on the boards of Langston and Pratt Fine Arts Center; in the past she has served on the boards of Shunpike and Degenerate Art Ensemble. Terri earned a Bachelor of Science degree in Public Relations from Boston University, and completed Seattle's Leadership Tomorrow program in 2009.		
Authorizing Signature (original signature): 	Appointing Signatory: Edward B. Murray Mayor of Seattle	

FILED
 CITY OF SEATTLE
 2017 AUG 28 PM 4:29
 CITY CLERK

*Term begin and end date is fixed and tied to the position and not appointment date or appointee.
 August 30, 2016

TERRI HIROSHIMA

PROFILE

Recognized as an experienced problem solver with the knowledge, creativity, experience, and ability to lead diverse management efforts for organizations of all sizes. Passionate about connecting people to meaningful experiences and building engaged communities. Valued for providing insight, perspective, constructive direction, and a sense of humor.

- Executive Leadership and Management
- Expertise in Marketing and Communications
- Brainstorming, Concepting, Imagining
- Cross-functional Team Cohesion
- Strategic Planning and Execution
- Project Management and Planning
- Mission and Vision Stewardship
- Board Development and Management

EXPERIENCE

EXECUTIVE DIRECTOR

05/11 - Present

Crosscut Public Media

A non-profit, online news outlet serving the Northwest with long format analysis and journalism

Key Achievements:

- Provide stewardship of mission, strategic planning, and program implementation
- Improved overall sales initiatives including hiring new staff, transferring to digital advertising system, redesigning sales kits, and overhauling sponsorship program resulting in 98% increase in sales and sponsorship revenue
- Established grant research and application procedures; initiate contact with foundations and managed relationships; write LOI's and grants
- Improved membership program by producing meaningful special events, implementing member cultivation events, and started monthly newsletter to strengthen communications
- Successfully achieved first-ever CMS (content management system) migration and served as project manager

Primary Responsibilities:

- Provide vision, structure, and streamlining of general operations
- Grow revenue streams via advertising, sponsorship, foundations, and membership
- Expand and engage board of directors
- Strategize and initiate plans for founder transition

DIRECTOR OF MARKETING & COMMUNICATIONS

04/03 – 01/11

Seattle Theatre Group

Non-profit arts organization that operates Seattle's historic Paramount, Moore, and Neptune Theatres presenting concerts, Broadway, dance, film, and general entertainment

- Served on executive team and contributed to successfully achieving goals: maintained and improved overall health of organization, set policies and budgets, developed leadership skills
- Worked with Board of Directors on strategic planning, campaigns, and special events
- Directed all efforts for company website including design, content management, user-interface
- Devised and executed a range of marketing campaigns from concept to execution for more than 430 performances annually, including both online and offline advertising and promotions, public relations, direct mail, telemarketing, and community partnerships
- Forged partnerships to enhance promotional efforts, maximize sales strategies, and create new lines of revenue
- Initiated company re-branding via website design overhaul, advertising, interior/exterior venue

COMMUNICATIONS DIRECTOR

09/01 – 03/03

The Empty Space Theatre

Formerly Seattle's longest operating equity theatre producing a six show season of new/premiere plays

- Modernized marketing efforts, creating Web promotions, reprioritizing public relations efforts, experimenting with out-of-home advertising, updating membership/sales campaigns, and organizing community outreach programs that achieved goals for both parties
- Successfully lead staff through arduous transition during executive director search
- Managed annual subscription and single ticket sales program, third-party cross promos and devised new sales strategies including incentive and awareness campaigns

PUBLIC RELATIONS MANAGER

02/00 – 04/01

Acadio (11 mos.) and Xylo (4 mos.)

Successfully executed public relations campaigns for two start-up tech companies: Acadio, an e-learning company and Xylo, an online employee benefits company

- Devised and implemented inaugural PR and branding campaigns
- Lead national press tours, trained executives for media interaction, secured interviews and speaking engagements, prepared talking points for executives
- Conducted agency RFP's and project reviews
- Developed monthly national survey with results consistently covered in national publications
- Managed all aspects of PR agency teams for both companies

PUBLIC RELATIONS & MARKETING DIRECTOR

01/93 – 02/00

One Reel

Seattle's non-profit arts, cultural, and special events producers creating Bumbershoot, Teatro ZinZanni, Summer Nights at the Pier concerts, Family 4th at Lake Union, WOMAD USA, SAM Black & White Ball

- Directed all public relations and marketing efforts, managing department growth as well as agencies, studios, vendors, interns and volunteers
- Developed and directed campaigns in local, national, and international markets
- Created and executed promotions with media (print, radio, TV, online), sponsors (corporate, media, in-kind), businesses, and diverse organizations and other non-profit partners
- Launched first website for company, initiating e-commerce and online promotions
- Directed annual re-branding of events, producing award-winning print collateral and marketing campaigns
- Secured and coordinated interviews, operated press rooms, lead media tours

EDUCATION & PROFESSIONAL ADVANCEMENT

- Leadership Tomorrow, Class of 2009
- Boston University, Bachelor of Science degree in Public Relations

COMMUNITY INVOLVEMENT

- **Shunpike:** Board Secretary, 2005 – present
- **Leadership Tomorrow:** Class of 2009; Search & Selection Committee 2009 – current
- **Seattle Girls School:** Mentor, 2010 – 2012
- **Degenerate Art Ensemble:** Board Member, 2005 – 2012

Seattle Arts Commission Roster

16 Members: Pursuant to ordinance 121006, all members subject to City Council confirmation, 2-year terms:

- 7 City Council-appointed
- 7 Mayor-appointed
- 1 Commission-appointed
- 1 Get-Engaged

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
2	F	3	1.	At-Large	Sharon Williams	01/01/16	12/31/17	2 nd	City Council
2	M	2	2.	At-Large	Quinton Morris	01/01/17	12/31/18	1 st	City Council
1	F	2	3.	At-Large	Priya Frank	01/01/17	12/31/18	2 nd	City Council
1	F	2	4.	At-Large	Cassie Chinn	01/01/16	12/31/17	1 st	City Council
2	F	1	5.	At-Large	Dawn Chirwa	09/01/16	12/31/17	1 st	City Council
1	O	1	6.	At-Large	S. Surface	09/01/16	12/31/17	1 st	City Council
3	M	3	7.	At-Large	Juan Alonso- Rodriguez	01/01/16	12/31/17	1 st	City Council
6	M	1	8.	At-Large	Steven Galatro	01/01/16	12/31/17	1 st	Commission
6	F	6	9.	At-Large	Sarah Wilke	01/01/17	12/31/18	1 st	Mayor
2	F	1	10.	At-Large	Jescelle Major	01/01/17	12/31/18	1 st	Mayor
6	M	7	11.	At-Large	Jeff Benesi	01/01/16	12/31/17	3 rd	Mayor
1	F	4	12.	At-Large	Terri Hiroshima	01/01/17	12/31/18	3 rd	Mayor
2	M	2	13.	At-Large	Jonathan Cunningham	01/01/16	12/31/17	2 nd	Mayor
2	F	3	14.	At-Large	Vivian Phillips	01/01/17	12/31/18	3 rd	Mayor
4	F	3	15.	At-Large	Tracy Rector	01/01/17	12/31/18	3 rd	Mayor
3	F	2	16.	Get-Engaged	Mónica Mendoza-Castrejón	9/01/17	8/31/18	One	Mayor

SELF-IDENTIFIED DIVERSITY CHART

	(1)		(2)		(3)		(4)		(5)		(6)		(7)		(8)		(9)	
	Men	Women	Transgender	Other/Unknown	Asian	Black/African American	Hispanic/Latino	American Indian/Alaska Native	Other (Specification Optional)	Caucasian/Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial					
Mayor	2	6			1	2	1	1		2								
Council	2	4		1	3	3	1											
Other	1									1								
Total	5	10		1	4	5	2	1		3								

Key:

- *D List the corresponding Diversity Chart number (1 through 9)
- **G List gender, M = Male, F= Female, T= Transgender, U= Unknown, O= Other
- RD Residential Council District number 1 through 7 or N/A