



# City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> <i>Matthew Mead</i>		
<b>Board/Commission Name:</b> <i>Seattle Center Advisory Commission</i>		<b>Position Title:</b> <i>Member</i>
<input checked="" type="checkbox"/> <b>Appointment</b> OR <input type="checkbox"/> <b>Reappointment</b>		<b>City Council Confirmation required?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Appointing Authority:</b> <input type="checkbox"/> City Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other:		<b>Term of Position: *</b> 9/29/2021 <b>to</b> 9/28/2024  <input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i>
<b>Residential Neighborhood:</b> <i>Eastlake</i>	<b>Zip Code:</b> <i>98102</i>	<b>Contact Phone No.:</b> [REDACTED]
<p><b>Background:</b></p> <p><i>Matt has been a Washingtonian since Governor Locke brought his father here for work in the 90s. Growing up in Sammamish, his family spent every weekend in Seattle for his church, haircuts, and countless hours playing basketball at Greenlake. A UW alum, Matt moved to Seattle in the early 2000s and has stayed since—residing in Eastlake specifically for the last decade. Professionally, Matt is a Director of Social Media Strategy at Known Modern Marketing (<a href="http://www.known.is">www.known.is</a>), joining the company three years ago after years at Microsoft, Starbucks, and within the nightlife marketing space. At Known, he worked for years with the iconic Rockefeller Center to execute a multi-year rebranding campaign bridging social media, brand strategy, paid media, and data to engage a new generation of New Yorkers. His work grew their social media presence by over 250k followers, drove local events and visitation, and helped to reinsert Rock Center into the cultural zeitgeist of modern-day NYC.</i></p> <p><i>Additionally, Matt is considered a key thought partner within the company, being tapped to work on high-profile clients: Netflix, TikTok, NWSL, Tishman Speyer, Accenture, Lululemon MIRROR, and TIDAL, to name a few. His growing portfolio led to being named Business Insider's Rising Star of Madison Avenue in 2021.</i></p> <p><i>Matt brings a local POV, 20 years of Seattle-specific hospitality experience, and a love of Seattle to the table.</i></p>		
<b>Authorizing Signature (original signature):</b>  <i>Bruce C. Harrell</i> <b>Date Signed (appointed):</b> 4/11/2023		<b>Appointing Signatory:</b> <i>Bruce Harrell</i> <i>Mayor</i>

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

## Matthew Mead

Strategy Director | DEI Chair | Business Insider Awardee

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### Work Experience

Director, Social Media Strategy – Known – Seattle, WA/New York, NY

November 2019 to Present

- Cross-functional leader working collaboratively with client leadership and other key internal/external partners to align all parties on strategic vision and integrated approach.
- Exercise strategic ownership of account social platforms, overseeing day-to-day scope to increase engagement and growth while extending editorial voice cross-platform.
- Guide development of high-level, end-to-end social media strategy, execution, and growth of client's paid and organic channels; leading, mentoring, and managing creative/paid media/social teams.
- Define partner and talent marketing opportunities and advocate for key creative assets and unique offers to drive engagement with followers.
- Support the advanced analytics team in building reporting dashboards and campaign recaps for client social accounts (i.e., KPIs, performance metrics, AI-based trend monitoring, and competitive landscape analysis).
- Expert in client business and communications objectives, helping achieve business goals and develop long-term account success and growth.

Sr Project Manager (contract) – Starbucks – Seattle, WA

June 2019 to November 2019

- Own the execution of Starbucks loyalty campaigns within a 30 million subscriber base and an \$80 million partnership UberEATS initiative.
- Lead the charge in go-to-market planning, development, execution, and sustainment activities to bring new customer experiences to life.
- Coordinate and advise on the production of digital assets (OLV, photoshoots, primetime media placements, etc.) within a \$3M holiday campaign portfolio.
- Partner with cross-functional stakeholders to collaborate on effective business solutions that align with department and company goals.
- Champion change management and accelerate the speed to market of initiatives by implementing best practices and efficiencies with a continuous improvement mindset.

Marketing & Operations Director – Neon Black Collective – Seattle, WA

June 2014 to June 2019

- Build collaborative relationships across all levels of the start-up business to grow industry market share within hospitality business holdings.
- Created and implemented marketing design and strategic leadership that increased profit by 17% annually up to \$2M.
- Design go-to-market plans for launching eight new venues nationally and managed teams/agencies in the execution of a diverse catalog of customer-centric initiatives thereafter.
- Drive organic growth of social channels to a combined network of 60k followers and leveraged that relationship in combination with celebrity relations, talent bookings, and branded collaboration to build notoriety in the Seattle market.
- Monitor PR and ensure branding success through interviews, inquiry inbox management, and client relationship programs.

Marketing Program Manager - Projectline Inc. (v-Microsoft) – Seattle, WA

2012 to 2015

- Led strategy for and managed the end-to-end operations of a developer affiliate marketing program targeting technical community groups and their 800+ leaders nationwide to drive engagement across various Microsoft offerings, particularly Windows app development.
- Increased engagement of consistently active communities /members by 20% quarterly utilizing digital platforms and e-commerce rewards center.
- Increased app development across phone and desktop by 10% with program incentives and sponsored hackathons.
- Manage cross-functional team in fulfillment in content creation, email, social media, e-commerce, and shipping fulfillment.
- Define campaign segmentation for community engagement marketing plans utilizing data insights in tandem with analytics teams.
- Maintain targeting and manage the coordination of leads for an extensive portfolio of concurrent campaigns for developer engagement and product download through conferences.

Email Marketing Manager – Global – Sogeti USA (v- Microsoft) – Bellevue, WA

2009 to 2011

- Manage and track the launch of the Bing search platform and Windows 7 from a B2C campaign perspective.
- Build weekly large-volume (100k and up) email campaigns across 80+ countries in several languages utilizing ExactTarget and other proprietary email platforms.
- Drive building and analysis of major global email campaigns targeted at acquiring, maintaining, and rejuvenating primary products and services (Bing, Windows, Hotmail).

- Coordinate weekly, monthly, and seasonal creatives with the Windows and Bing Relationship marketing team to drive clicks correlated to brand loyalty, promotions, and product launches.
- Develop a digital framework for launching the Bing search platform in MSN Customer Engagement.

Marketing Program Manager – Sogeti USA (v- Microsoft) – Bellevue, WA

2008 to 2011

- Designed MSN marketing content strategy and copy across 20 channels (Music, Entertainment, Money, Lifestyle, etc.) to grow the subscriber base by 2000.
- Created the go-to-market plan to launch Bing Travel and Shopping channels. Built the subscriber base for all channels by a combined 35% YOY.
- Spearheaded the creation of the MSN social channels and used them in correlation to the News Desk.
- Formulate campaign strategy focusing on fluctuation in engagement metrics and translating into action to enhance channel subscription, such as A/B testing and segmentation.
- Liaison between campaign execution and campaign development teams to drive efficiency in timelines, content effectiveness, and ultimately increased ROI.

## **Education**

B.A. Communications - PR & New Media- University of Washington – 2008

## **Awards**

Business Insider - Rising Star of Madison Avenue (Creative) – 2021 [\[link\]](#)

# Seattle Center Advisory Commission

15 Members: Pursuant to Ordinances 91885 and 108936, 3-year terms; 1 Member pursuant to Ordinance 121568, 1-year term; all members subject to City Council confirmation:

- 16 Mayor- appointed

## Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
1	M	7	1.	Member	Koichi Kobayashi	9/29/22	9/28/25	2	Mayor
-	F	2	2.	Member	Joy R. Shigaki	9/29/22	9/28/25	1	Mayor
6	M	7	3.	Member	Michael George	9/29/22	9/28/25	2	Mayor
6	M	7	4.	Chair	Mark F. Dederer	9/29/22	9/28/25	5	Mayor
6	F	6	5.	Member	Jana Lamon	9/29/22	9/28/25	3	Mayor
6	M	7	6.	Member	John Olensky	9/29/20	9/28/23	1	Mayor
6	F	6	7.	Member	Sarah C. Rich	9/29/20	9/28/23	4	Mayor
6	F	1	8.	Member	Stacey E. Hutchison	9/29/20	9/28/23	1	Mayor
6	M	4	9.	Member	Eric Berlinberg	9/29/20	9/28/23	1	Mayor
6	F	7	10.	Vice Chair	Holly Golden	9/29/20	9/28/23	4	Mayor
2	M	4	11.	Member	Matthew Mead	9/29/21	9/28/24	1	Mayor
-	F	2	12.	Member	Kamala Saxton	9/29/21	9/28/24	1	Mayor
7	F	2	13.	Member	Lara Mae D. Chollette	9/29/21	9/28/24	1	Mayor
6	M	N/A	14.	Member	Will Ludlam	9/29/21	9/28/24	4	Mayor
3	F	2	15.	Member	Gloria Connors	9/29/21	9/28/24	4	Mayor
			16.	Get Engaged Member	Vacant	9/1/21	8/31/23		Mayor

## SELF-IDENTIFIED DIVERSITY CHART

	Male	Female	Transgender	NB/O/U	(1) Asian	(2) Black/ African American	(3) Hispanic/ Latino	(4) American Indian/ Alaska Native	(5) Other	(6) Caucasian/ Non- Hispanic	(7) Pacific Islander	(8) Middle Eastern	(9) Multiracial
Mayor	7	8			1	1	1			9			
Council													
Other													
<b>Total</b>	<b>7</b>	<b>8</b>			<b>1</b>	<b>1</b>	<b>1</b>			<b>9</b>			

### Key:

\*D List the corresponding *Diversity Chart* number (1 through 9)

\*\*G List *gender*, M= Male, F= Female, T= Transgender, NB= Non-Binary, O= Other, U= Unknown

RD Residential Council District number 1 through 7 or N/A

*Diversity information is self-identified and is voluntary.*