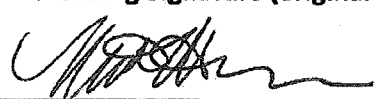




## City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> <i>Paul Neal</i>		
<b>Board/Commission Name:</b> <i>Pike Place Market Preservation &amp; Development Authority</i>		<b>Position Title:</b> <i>"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 type="checkbox"/> Mayor <input checked="" type="checkbox"/> <i>Other: PDA Governing</i>	<b>Date Appointed:</b> <i>6/29/2017</i>	<b>Term of Position: *</b> <i>7/1/2017</i> to <i>6/30/2021</i>
<b>Residential Neighborhood:</b> <i>Seattle</i>	<b>Zip Code:</b> <i>98112</i>	<b>Contact Phone No.:</b> [REDACTED]
<b>Background:</b> <p>Paul is the principal of 6h Consulting, a marketing and brand consultancy he created in 2001. The firm helps organizations of all types and sizes build richer, stronger relationships with customers, in line with their overall business goals. Its work includes strategic planning, market analysis, product development, brand development, and communications planning.</p> <p>Prior to forming 6h, Paul was senior vice president for strategy at Cole &amp; Weber. Over the course of his career, he has helped grow some of the most powerful global brands. Past and current clients include Alfa Romeo, Boeing, Coca-Cola, Experian, HP, Nestle, and Zegna. He has lectured on branding and marketing at the University of Arkansas, the University of Washington and Seattle University. Advancing the work of community building and social justice organizations has also been a significant professional and personal focus. Since forming 6h, Paul has consulted with the Bill &amp; Melinda Gates Foundation, Pike Place Market Foundation, Pivotal Ventures, Seattle Parks Foundation, and Wing Luke Museum of the Asian American Experience. Paul is a graduate of Leadership Tomorrow and a past board president of the Northwest AIDS Foundation and Photo Center Northwest.</p> <p>The appointment represents Mr. Neal's first term.</p>		
<b>Authorizing Signature (original signature):</b> 		<b>Appointing Signatory:</b> <i>Matt Hanna</i> <i>PDA Council Chair</i>

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CITY OF SEATTLE  
2017 JUL 28 PM 4:44  
CITY CLERK



Paul Neal

## SUMMARY

30+ years' experience in Brand, Marketing and Communications strategy.

## EXPERIENCE

### **1999-Present Brand and Marketing Consultant / 6H Consulting**

Providing brand and marketing counsel to local, national and international organizations.

**Past and current clients:** Amazon, Alfa Romeo, Bill & Melinda Gates Foundation, Coca-Cola, Danone, Egencia, Epic Sciences, Experian, HP, Nestle, Pivotal Ventures, Seattle Parks Foundation, T-Mobile, Weyerhaeuser, Zegna

### **1989-1999: Cole & Weber (WPP). Senior Vice President, Strategic Planning**

Directed communications strategy development and campaign planning.

**Past and current clients:** Alaska Airlines, Boeing, BPA, Fortune Magazine, Group Health, GTE, Mattel, McCaw Cellular, Safeco, Stimson Lane

### **1984-1989: Baptist Medical System. Director of Marketing Communications**

Directed all paid communications including corporate advertising, patient communications, physician communications and employee communications.

## CIVIC LEADERSHIP

- Leadership Tomorrow, Class of 1996
- Northwest AIDS Foundation Board of Directors, 1993-1997; Board President, 1995-1997
- Photo Center Northwest, Board President, 1999

## EDUCATION

Bachelor of Arts, University of Arkansas, 1983

# Pike Place Market Preservation and Development Authority

12 Members: Pursuant to RCW 35.21.730 and Seattle Municipal Code 3.110; all subject to City Council confirmation, 4-year terms:

- 4 Mayor-appointed
- 8 Other Appointing Authority-appointed (specify): (4) Constituency and (4) PDA Governing Council

## Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	M		1.	Chair	James Savitt	7/1/14	6/30/18	3	Mayor
6	M		2.	Member	Paul Neal	7/1/17	6/30/21	1	Governing Council
6	M		3.	Member	Devin McComb	7/1/17	6/30/21	1	Mayor
6	F		4.	Secretary/ Treasurer	Gloria Skouge	7/1/14	6/30/18	4	Constituency
6	M		5.	Officer-at-Large	Patrick Kerr	7/1/13	6/30/17	3	Constituency
1	M		6.	Member	Ray Ishii	7/1/15	6/30/19	1	Governing Council
6	M		7.	Member	Matt Hanna	7/1/16	6/30/20	3	Mayor
2	M		8.	Member	Rico Quirindongo	7/1/14	6/30/18	2	Governing Council
2	M		9.	Officer-at-Large	Betty Halfon	7/1/16	6/30/20	2	Constituency
5	M		10.	Member	David Ghoddousi	7/1/15	6/30/19	4	Constituency
6	F		11.	Member	Patrice Barrentine	7/1/16	6/30/20	2	Governing Council
6	F		12.	Member	Colleen Bowman	7/1/15	6/30/19	1	Mayor

## SELF-IDENTIFIED DIVERSITY CHART

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	3	1								4			
Gov. Council	3	1		2	1	1				2			
Other	2	2		1		1			1	2			
Total	8	4		3	1	2			1	8			

## 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.*