




# City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> Steven Maheshwary		
<b>Board/Commission Name:</b> Community Technology Advisory Board		<b>Position Title:</b> Member
<input type="checkbox"/> Appointment OR <input checked="" type="checkbox"/> Reappointment		<b>Council Confirmation required?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Appointing Authority:</b> <input checked="" type="checkbox"/> Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	<b>Date Appointed:</b> mm/dd/yy.	<b>Term of Position: *</b> 1/1/2019 to 12/31/2020  <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
<b>Residential Neighborhood:</b> Capitol Hill	<b>Zip Code:</b> 98122	<b>Contact Phone No.:</b> [REDACTED]
<b>Background:</b> Steven Maheshwary is a marketing lead at Amazon working on products and services for underserved communities. Steven graduated from Harvard College with a focus on Sociology and Economics. In the recent past, he received a Fulbright Scholarship, teaching in Borneo, Malaysia where he developed programming to teach social entrepreneurship, English, and creative non-fiction writing as well as introducing online tools to his school. Prior to this, he has worked across startups, Microsoft, and Amazon in finance, business development, and marketing roles. Steven is committed to leveraging his business acumen, passion for community engagement, and dedication to social justice towards driving CTAB initiatives on digital equity and digital literacy in order to bring tech infrastructure, access, and education to underserved communities.		
<b>Authorizing Signature (original signature):</b> 	<b>Appointing Signatory:</b> Bruce A. Harrell Seattle City Council President	

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

# STEVEN N. MAHESHWARY

## Contact



## Education

Harvard College  
A.B. in Sociology, Economics

## Select Leadership Experiences

- Appointed by Mayor to serve on the Seattle Community Technology Advisory Board. Elected to chair the board and oversee 11 appointees and 3 sub-committees
- Founded a language learning startup called NaviTOUR in 2010 and managed a team of 9. Won the Harvard i3 Innovation Challenge and leadership in enterprise award

## Recent Accolades

- Jan 2019 – Joined Bellwether Housing Advisory Committee to advise on crowdfunding for affordable housing
- Aug 2018 – Joined Board of Directors for DemocracyLab and advise on civic tech projects in Seattle
- May 2017 – Keynote speaker, Harvard Thinks Big
- May 2017 – Ignite Seattle speaker to crowd of 800+
- Mar 2017 – Keynote speaker, Professionals in Workers Compensation
- Jan 2017 – Joined Associate Board of BUILD NYC

## Skills

partner marketing • business development • product management • UX design • digital marketing • data analysis

## Interests

community engagement • mentorship • public speaking • travel • creative writing

## Professional Experience

City of Seattle

Seattle, WA | Aug 2017 – Present

### Chair, Community Technology Advisory Board

- Appointed by the Mayor to make recommendations to Mayor and City Council on issues of community/national/policy interest relating to information and technology, and was elected to chair the board
- Presented to the Office of Community Planning and Development and private sector executives on a series of technological indicators to measure economic mobility, displacement, and social equity
- Host monthly meetings and panel discussions with the public, featuring Mayors, C-level speakers from nonprofits, Governor's policy advisors, and executives from Fortune 100 tech companies to discuss topics such as AI, automation, effective public private partnerships, making tech products and services more accessible. Coverage via Seattle Channel and earned media
- Partnered with, reviewed, and funded local community-based organizations through the Technology Matching Fund which funds digital equity needs such as technology, teachers, broadband access, and more

Amazon (*promoted twice*)

Seattle, WA | Mar 2014 – Jan 2016, Mar 2017 – Present

### Head of Marketing, Underserved Populations & Special Projects

- Led the marketing launch to enable Amazon to accept SNAP EBT food stamps for online grocery purchases and delivery

#### Senior Product Marketing Manager, Home Services

- Led branding and online launch of [Amazon Smart Communities](#) (ASC) which generated 650+ news stories, 1B+ PR impressions, and was featured on *Good Morning America*
- Increased traffic +113.8% to goal, decreased page abandonment rate +3352 bps through targeted ads and page redesign
- Led product management for expansion of ASC program into a scalable real estate listing platform, managing engineering, business development, legal, and marketing workstreams to support multi-million dollar partnerships
- Developed go-to-market strategy for initial ASC launch, including messaging, customer targeting, field training, outlining technical support needed for the PM roadmap, and planning/launching integrated digital marketing campaigns
- Oversaw in-home customer experience for select Amazon Smart Communities designed for press and partner visits

#### Partner Marketing Manager, Prime Video

- Owned the Prime Video affiliate marketing channel, the largest affiliate marketing channel at Amazon
- Optimized affiliate fees and UX, driving streaming engagement +454 bps and Prime signups +94% for new affiliates
- Led Prime Video partnerships with Geico, Infiniti, and McDonald's to drive 24M+ impressions to Prime Video
- Partnered with JetBlue and launched a Prime Video pop-up lounge in JFK airport, an experiential event that drove 1.5-2M impressions during the holiday period 2017 holiday period
- Launched native advertising, paid social, and search engine marketing campaigns targeting new customer acquisition

#### Marketing Manager, Home Services

- Led on-site marketing strategy and execution for Home Services, a marketplace for hiring service professionals
- Proposed and led launch of homepage with PM and engineering teams, increasing user engagement +37% per day
- Led marketing strategy for launch of Certified Refurbished on Amazon, leading to +300% improvement in gross margin sales; offered worldwide lead marketing role for the category
- Launched Home Services mobile deals and site experience, driving page view traffic +1752% to plan and sales +752% to plan

#### Brand Specialist, Movies & TV

- Amazon liaison to Warner Bros. and managed online marketing, pricing, and inventory for the industry's largest movie studio, facilitating \$250M in annualized revenue. Increased market share and outpaced industry growth by +570 bps
- Sent 30M customers with high value email and on-site life cycle marketing programs, winning most innovative and highest revenues email campaign awards. Increased conversion by +175 bps and email revenue by +65%
- Won "Jedi Award" for negotiating >\$1M in funding for product promotions, increasing profitability +67.5% YoY
- Led holiday promotions strategy and trained team to execute 204 lightning deals through Black Friday weekend with a historic zero error rate

U.S. Department of State

Sabah, Malaysia | Jan 2016 – Nov 2016

### Fulbright Scholarship, Malaysia

- Received scholarship to teach social entrepreneurship and English. Taught 22 classes for remedial to advanced English to students aged 13-19, and created first social entrepreneurship programming for school. Coached students to develop a mobile app and to develop a business plan to create local centers for teens to discuss mental health issues
- Self-published an anthology of student writings reaching #20 on Amazon's bestsellers with letters with 11,000+ copies printed for distribution across libraries in Malaysia. Organized press interviews on national TV, radio, and print news
- Selected by U.S. Embassy present entrepreneurship curriculum at national conference to over 200 educators

Microsoft

Redmond, WA | Nov 2012 – Mar 2014

### Senior Financial Analyst, Device Market Intelligence

- Considered company-wide subject matter expert on business and consumer PC sales trends, and created market analysis that was presented to CFO of Microsoft, Amy Hood, for her quarterly earnings calls
- Delivered monthly presentations on PC consumption trends to the Windows PC leadership and manufacturing partners
- Modeled and published datasets on consumer and enterprise PC and tablet sales and install. Provided data-driven analyses which impacted small business marketing investments in Latin America, informed Office strategy for installing on existing PCs, and estimated market opportunity for premium Windows licenses in academic and government sectors
- Drove model forecasting accuracy by establishing new processes to gather data from 39 sales teams in global markets

# 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
- **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	M	7	1.	Member at Large	Steven Maheshwary	1/1/19	12/31/20	2	City Council
			2.	Member at Large	Vacant			2	Mayor
6	M	4	3.	Member at Large	Mark Deloura	1/1/18	12/31/19	2	Mayor
2	M	3	4.	Member at Large	René J. Peters Jr.	1/1/19	12/31/20	1	City Council
6	M	7	5.	Education Member	John Krull	1/1/17	12/31/18	1	Mayor
1	F		6.	Get Engaged Member	Smriti Chandrashekar	9/1/17	8/31/18		Mayor
6	F	4	7.	Member at Large	Charlotte Lunday	1/1/18	12/31/19	1	City Council
			8.	Member at Large	Vacant			2	Mayor
6	M	6	9.	Member at Large	Torgie Madison	1/1/19	12/31/20	2	City Council
			10.	Public Access Member	Vacant			2	Mayor

**SELF-IDENTIFIED DIVERSITY CHART**

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

**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.*