City of Seattle Boards & Commissions Notice of Appointment

Appointee Name:
René J. Peters Jr.

Board/Commission Name:	**Position Title:**
Community Technology Advisory Board	*Member*

☒ **Appointment** *OR* ☐ **Reappointment**	**Council Confirmation required?** ☒ Yes ☐ No

Appointing Authority: ☒ Council ☐ Mayor ☐ Other: *Fill in appointing authority*	**Date Appointed:** 6/18/2019	**Term of Position: *** 1/1/2019 **to** 12/31/2020 ☐ *Serving remaining term of a vacant position*

Residential Neighborhood: *Capitol Hill*	**Zip Code:** *98122*	**Contact Phone No.*:* ▮▮▮▮▮▮

Background:

René has been involved with the Community Technology Advisory Board (CTAB) as a regular attendee at monthly meetings over the last year and is currently serving as vice chair of CTAB's Smart City Committee with a focus on predictive policing and automated infrastructure management. René currently works at Microsoft in the Azure division, with broad knowledge of cloud technologies and understanding of artificial intelligence. Prior to Microsoft, René was a chemical engineer and project manager in manufacturing at Procter & Gamble. René has a B.S. in Chemical Engineering from the Massachusetts Institute of Technology and M.B.A. & M.S. in Design Innovation from the Kellogg School of Management. René has a passion in science and technology and drive as a learner and thinker to addressing real-world issues and improving people's lives.

Authorizing Signature (original signature):	**Appointing Signatory:**
Bruce A. Harrell (signature)	*Bruce A. Harrell* *Seattle City Council President*

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

René J. Peters Jr.

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To Whom It May Concern,

My name is René Peters, and I am thrilled to submit my application to earn an appointment to CTAB.

My fundamental drive as a learner and thinker comes from the idea that each new area of knowledge presents an entirely new way to see the world around me. It is truly gratifying to gain understanding of what makes things tick. As I have moved through my various stages of education and career, I have always sought to channel my raw curiosity into addressing real-world issues.

Policy is a necessary, far-reaching, and I believe underappreciated tool for creating change. As I think about how I can best use my various areas of expertise to help others, I have focused on policy work in science and technology as a long-term career aspiration. To that end, I have formed relationships to those in the field, such as Prof. Sylvester James Gates, who served on The Presidential Council for Advisory in Science and Tech (PCAST) under President Obama, to learn and reaffirm my interest.

When I moved to Seattle, I was extremely excited to find that there was a board like CTAB that allows citizens to stay informed and be heard. As a regular attendee at monthly meetings, I have been impressed with the discussions that have taken place, and the work that The Board undertakes. After feedback that I gave during public comment turned into an invitation to collaborate on The Board's WSDOT 2040 input, I saw how open and collaborative these efforts can be. I now seek to escalate my involvement and my impact on CTAB.

I offer several key strengths and behaviors that make me a strong candidate:

- My background as both a chemical engineer and as a project manager in manufacturing at Procter & Gamble has allowed me to become a technically capable and influentially collaborative leader. Working with diverse mixtures of engineers, contractors, and technicians has taught me to harness diversity of character and skillset. In a fast-paced and often ambiguous environment, I have developed extensive ability in guiding these teams towards strong results.
- My time at Kellogg School of Management taught me to think about how businesses, systems and products can affect people. As part of my MBA education, I took an economics course in state and local public policy. This has given me an extra knowledge set from which to think about what shapes citizens' experiences.
- As a Design Innovation master's student at The McCormick School of Engineering, I became an expert at human-centered design. Through repeated cycles of ethnographic research and insight development, I became adept in digging down to the root of the human problem. This allows me to address those problems in a feasible, viable, and desirable manner. I have an instinct to lead from a place of empathy in my work and thought process.
- Working within Azure at Microsoft, I have gained a broad functional knowledge of cloud technologies, and a pointed understanding of artificial intelligence (AI). I feel that this is an important area to keep an eye on into the future, as individuals, companies, and cities gain a better understanding of the many use cases and how they can help or harm. As current vice chair of CTAB's Smart City Committee, I look forward to applying this knowledge towards our two proposed focus areas: Predictive Policing and Automated Infrastructure Management.

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I seek to influence my surroundings through personal relationships and work teams just as strongly as I do through my functional position. Over the past few months, I've enjoyed getting to meet, work with, and learn about various members of The Board. I look forward to continuing to build those relationships while delivering important and helpful change.

Thank you very much for your time and consideration!

Sincerely,
René J. Peters Jr.

René J. Peters, Jr.

EDUCATION

Kellogg School of Management, MMM Program (McCormick School of Engineering)   **Evanston, IL**
M.B.A & M.S., Design Innovation – F.C. Austin Scholar (Kellogg's highest merit scholarship)   **06/16-06/18**

Massachusetts Institute of Technology   **Cambridge, MA**
B.S., Chemical Engineering   **08/09-06/13**

PROFESSIONAL EXPERIENCE

Microsoft   **Redmond, WA**
Cloud + Enterprise OnRamp Rotational Program   **07/18-Present**

- Curating industry-specific customer use case stories that feature Azure AI products by developing a network of account executives, Cloud Architects, sales experts, external partners, and engineers. Developed a deep technical understanding of AI solutions' architectures, such as machine learning models, bot interfaces, and five-senses perception.
- Building value proposition pitch decks to empower better value communication between Azure AI and its customers in several use-cases. Materials include detailed information on solutions architectures for technical audiences.
- Revamping the Azure AI webpage on Azure.com with several new industry sections that feature Azure AI customer stories that feature how AI is improving each industry and its customers across an array of digital transformation areas.
- Assessed the Azure e-mail landscape to rationalize the various types of messages sent across all platforms at various points of the customer journey and developed a framework for internal governance to optimize customer outcomes.

Cloud Platform – Azure Product Marketing Management Intern   **06/17-09/17**

- Defined growth & go-to-market opportunities for 'serverless', a nascent manifestation of Cloud Technology.
- Developed a detailed document that included a landscape description of 'serverless' field, and competitive comparison with key competitors (AWS) that included suggestions of improvement and strategies to gain further market share.
- Curated a use-case dataset from the top 20 Azure consumers, interviewing them on their product use and feedback. Information was used to analyze current use and to predict future use.
- Researched, designed, and launched marketing email reach-out experimentation to 3,500+ Azure customers.

Procter & Gamble   **Mehoopany, PA**
Technical Engineering Manager   **06/13-06/16**

- Led and managed projects within the Papermaking Engineering group of P&G Mehoopany's 'Family Care' business.
- Executed full engineering process of: feasibility, capital estimation, funding request, contractor bidding, construction and post-construction checks. Project types included safety, asset restoration, new initiatives and savings.
- Completed projects carrying total of $1.7M in capital and delivering over $198K in annual savings to the plant.
- Provided general plant technical support as engineering single point of contact to 25% of plant's paper machines.
- Project managed $11M of Mehoopany scope within $22M total scope for multi-site safety initiative. Defined scope by performing on-machine audits with site safety contacts. Coordinated communication between site and central teams.

LEADERSHIP & SKILLS

- **Leadership**: Fulltime/Intern Interviewer – Microsoft Marketing, MIT Educational Counselor & Undergraduate Interviewer, KSA Section Social Chair, Ext. Relations Chair - Black Management Association
- **Skills:** Human-Centered Design, Design Sprinting, Ethnographic Research, Product Strategy, Analytical Model Building, Project Management, Capital Estimates, Technical Troubleshooting, Process Safety, Chemical Processes
- **Certifications:** Essential Capital Management Skills (5/14), Reliability Engineering (2/14), Engineering Work Process (1/14), SafeStart (11/13), High Performance Organizations (3/14)

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
Mayor	2	1			1					2			
Council	3	1			1	1				2			
Other													
Total					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.