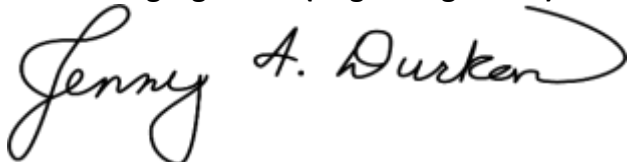




## City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> <i>Chelise Jacobson</i>		
<b>Board/Commission Name:</b> <i>Seattle Women's Commission</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 checked="" type="checkbox"/> <b>X Mayor</b> <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	<b>Date Appointed:</b> 9/21/2020	<b>Term of Position: *</b> 9/1/2020 <b>to</b> 8/31/2021  <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
<b>Residential Neighborhood:</b>	<b>Zip Code:</b>	<b>Contact Phone No.:</b> <i>N/A</i>
<b>Background:</b> Chelise currently works as a management consultant, with expertise in strategic planning, project management, and program creation. She has experience in effectively scoping out projects, conducting research, and managing project progress. Chelise's understanding of inequity and how social structures perpetuate inequity, and her health-related background, make her a great fit for the Seattle Women's Commission. She previously worked at Planned Parenthood, where she created and led a telemedicine pilot program to help address the disparities caused by traditional health clinics. She communicated with patients to gather feedback about their experiences and what motivated them to engage with the app versus going to an in-person visit and supplemented these qualitative evaluations with quantitative research, particularly focusing on similar apps' offerings and patient experiences.		
<b>Authorizing Signature (original signature):</b> 		<b>Appointing Signatory:</b> <i>Jenny A. Durkan</i> <i>Mayor of Seattle</i>

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

# CHELISE JACOBSON

## PROFESSIONAL HIGHLIGHTS

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Forum Solutions LLC | Seattle, WA

**Management Consultant** | March 2018 – Present

**Outdoor Retail Company** – Large-Scale Technology Implementation

- Led change management and training efforts for department-wide technology implementation.
- This merchandising assortment tool replaced a homegrown system that was in place for 25+ years and is used by 300+ users to complete their core job functions. Leadership and users considered this implementation to be one of the largest changes over the past 10+ years in terms of scope and impact.
- Partnered with end-users, business process, IT, vendors, and leadership to drive change management approach and strategy. Managed relationships between diverse internal stakeholders and ensured future state system's alignment with current state tools and processes, and additional future state tools/processes.
- Created training material to guide users through change and teach new processes and responsibilities in the tool. Facilitated classroom sessions to train end-to-end roles' responsibilities for 200 employees. Training elicited positive feedback from users and leadership; user surveys scored 4.2/5 for overall satisfaction.

**Fortune 500 Technology Company** – Creation and Development of Vendor Performance Program

- Managed data, reporting, and user experience for department-wide Vendor Performance initiative. Vendor Performance program was created to quantitatively measure a vendor's performance to support baselining of performance, performance improvement, and procurement selection. Performance initiative was rolled out to top 10 vendors by spend in technology company's facilities department.
- Established end-to-end business processes to support vendor performance evaluation and data collection.
- Identified business needs, process improvements, and workflow options to support scalability of program.
- Metrics were communicated to stakeholders and leadership via monthly and quarterly reports. Metrics drove vendor performance strategy, discussion, and decisions.

**Fortune 500 National Airline** – Change Management and Training for Flight Crew Scheduling Technology

- Partnered with a national airline during large airline merger after their acquisition of a large regional airline.
- Created and managed training plan, developed training content, and coordinated training logistics for 3,000 end-users. Focused on integrating pilot and flight attendant scheduling system, processes, and work rules.
- Drove alignment with flight crew unions, business stakeholders, and front-line members to identify training and change management needs. Partnered with stakeholders to create and disseminate training materials.

Planned Parenthood of the Great Northwest and Hawaiian Islands | Seattle, WA

**Telemedicine Program/Product Manager** | November 2014 – March 2018

- Piloted and expanded telemedicine phone application (patients connect with doctors via video chat), spanning Washington, Alaska, Idaho, and Hawaii, growing 275% from year one to year two.
- Synthesized learnings of program to serve as a blueprint and framework to expand in other states
- Functioned as product manager, serving as voice of users (patients and clinicians), business needs, and technology abilities/limitations.
- Collaborated with clinical, revenue, and technology teams to develop and refine app and development needs. Initiated app improvements, created product vision, and drove end-to-end product roadmap to support patient volume growth and efficiency.

**Research Associate** | July 2015 – June 2017

- Coordinated clinical drug trial for Intrauterine Device (IUD) that is currently under review by FDA.

Pacific Science Center | Seattle, WA

**Science Educator and Camps Teacher** | April 2009- May 2013

- Educator in busy science museum, responsible for presenting science content to large audiences.

EDUCATION

University of Washington | Bachelor of Arts: Sociology Minor: Mathematics | Graduation: Fall 2014

Sociology Honors Thesis | University of Washington  
“Racial Disparities in the Association between Education and Health”

- Created literature review synthesizing over 40 academic articles
- Designed research approach, completed data analysis, and presented conclusions

- Selected Achievements at University of Washington
- Commencement Speaker in Sociology Graduation: Spoke to over 1,000 people in commencement address
  - Sociology Honors Program: Honed analytical and research skills to compose honors thesis
  - Alpha Kappa Delta Honors: Invited to join interdepartmental honors for Sociology
  - Academic Excellence Award Nominee: 1 of 3 students nominated for academic excellence

- Special Interests
- University of Washington Student Government Senator: Drafted, presented, and passed 2 pieces of legislation
  - Mountaineers Leader and Instructor: Completed 20+ ascents in Cascade Mountain range

CORE COMPETENCIES

<u>Program Management and Change Management</u>	Combine user needs/experience, technology capabilities, and overall business structure and goals to strategically plan and execute implementations.
<u>Cross Functional Team Partnership and Collaboration</u>	Serve as a connector, liaison, and advocate for diverse teams. Understand user needs and pain points. Build multi-faceted view of the user group to inform programmatic vision and goals. Communicate to teams and stakeholders to seek alignment and receive input.
<u>Translate Business Needs into Deliverables</u>	Translate high-level, ambiguous information or data into a clear deliverable (e.g. synopsis, visualizations, or white papers) to summarize known information, gaps, and specific questions to drive conversations of alignment and planning.

PERSONAL SKILLS

<u>Responsible for Outcomes</u>	Exceptional ability to strategically think, perform gaps analyses, problem solve, then clearly communicate complex issues, develop plan to execute, and drive execution.
<u>Adaptable</u>	Able to confidently navigate new industries, departments, technology, and people.
<u>Relationship Builder</u>	Establish strong and lasting relationships. Build trust and credibility through listening, engaging, and continuing to connect and collaborate throughout a project. When appropriate, incorporates input and feedback from partners into project plans and deliverables.
<u>Analytical</u>	Analyzes data, trends, and information to gain deeper insight into business problems, identify trends to inform potential solutions, and drive identification of opportunities or gaps. Experience in using Excel, R, and data visualizations to facilitate decision making.



Total	0	13			5	4	0	0	0	1	0	0	1
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Key:

- \*D List the corresponding *Diversity Chart* number (1 through 9)
  - \*\*G List *gender*, **M** = Male, **F**= Female, **T**= Transgender, **U**= Unknown
  - RD Residential Council District number 1 through 7 or N/A
- Diversity information is self-identified and is voluntary.*