



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Joel Shapiro</i>		
Board/Commission Name: <i>Labor Standards Advisory Commission</i>		Position Title: <i>Member, Position 15</i>
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment		Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input type="checkbox"/> Council <input type="checkbox"/> Mayor <input checked="" type="checkbox"/> Other: <i>Commission</i>	Date Appointed: 5/1/2021	Term of Position: * 5/1/2021 to 4/30/2023 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: <i>Beacon Hill</i>	Zip Code: 98144	Contact Phone No.: [REDACTED]
Background: <i>Joel Shapiro is one of the founders and co-CEO of Dumpling. Dumpling aims to level the playing field for workers in the Gig Economy through an ownership model that allows personal shoppers to start their own grocery delivery businesses. With Dumpling, personal shoppers set their own prices, work with the clients they want to work with, and earn significantly more than with traditional app-based gig work. Prior to founding Dumpling, Joel spent over 10 years at National Instruments in various product, marketing, and business development roles. He was born and raised in Seattle and holds a bachelor's degree in Computer Science from the University of Tennessee and an MBA from the University of Texas.</i>		
Authorizing Signature (original signature): 	Appointing Signatory: <i>Gay Gilmore</i> <i>Co-Chair, LSAC</i>	

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

Joel Shapiro

Seattle, WA

Summary

Joel is one of the founders and co-CEO of Dumpling. Dumpling is flipping the gig economy on its head with an ownership model for workers that gives them more control over the way they work, and allows them to capture a much greater and more balanced amount of the wealth being generated in their industries.

Prior to founding Dumpling, Joel spent over 10 years at National Instruments in various product, marketing, and business development roles. He was born and raised in Seattle and holds a bachelor's degree in Computer Science from the University of Tennessee and an MBA from the University of Texas.

Experience

Co-Founder / Co-CEO

dumpling

Oct 2016 - Present (4 years 6 months +)

Dumpling aims to level the playing field for workers in the Gig Economy through an ownership model that allows personal shoppers to start their own grocery delivery businesses. Dumpling started as a Voice of the Worker platform to help advocate for and drive change for the working class. The voices of thousands of independent contractors who felt underpaid, exploited, and taken for granted by on-demand grocery delivery apps quickly alerted us to the ugly realities of the gig economy.

We quickly realized that the only thing keeping these workers from going out on their own and working directly with customers was access to the right technology, funding, and support. Since that point, Dumpling has been dedicated to building a platform that centers the worker and gives them everything they need to start and run their own grocery delivery businesses. With this ownership model, personal shoppers set their own prices, work with the clients they want to work with, and ultimately, earn significantly more than they do with traditional on-demand apps.

There are now over 2000 personal shoppers across all 50 states that use Dumpling to power their own local, grocery delivery businesses.

Marketing Director, Emerging Markets

NI (National Instruments)

Aug 2012 - Jun 2016 (3 years 11 months)

- Led a 50+ person marketing organization, with an annual budget of over \$5M USD, across NI's Emerging Market's region, covering India, South East Asia, Russia, the Middle East, Oceania and Africa
- Responsible for all aspects of marketing, including Marcom (lead generation, events, digital and social media, PR and Advertising, etc.), Technical Field Marketing (sales enablement, large opportunity support, global product strategy), and Marketing Operations – consistently achieving local and regional marketing targets

- Developed strong leaders throughout the region that were able to effectively balance local needs and opportunities with the overall company objectives and long-term strategy



Sales and Business Development Manager, Energy, Asia/RoW

NI (National Instruments)

Sep 2009 - Aug 2012 (3 years)

- Responsible for driving adoption of National Instruments' products in the high-growth areas of Renewable Energy and Smart Grid across the Asia/RoW sales region (China, Japan, Korea, Taiwan, India, Russia, South East Asia, the Middle East, Oceania, and Africa)

- Exceeded sales quotas for all 6 consecutive, ½ year periods, achieving National Instrument's Gold, Sapphire, and Ruby sales levels.

- Led a cross-functional effort to analyze NI's commission strategy and industry best practices for sale's commission structures specifically for large, cross-territory sales opportunities. Presented recommendations that are currently implemented across National Instrument's global sales force



Group Product Marketing Manager

NI (National Instruments)

Sep 2004 - Oct 2009 (5 years 2 months)

- Drove business strategy and outbound marketing efforts for National Instrument's Industrial Measurement and Control (IMC) product lines which achieved double-digit revenue growth each year, and grew by over 60% to over \$100M during my tenure

- Managed a team of 10+ technical product managers, mentored team members on product management and career development

- Collaborated on the creation of the company-wide, initial corporate social responsibility report, helping to formulate metrics and outbound communication strategy



Applications Engineer

NI (National Instruments)

Sep 2002 - Sep 2004 (2 years 1 month)

Education



The University of Texas at Austin - Red McCombs School of Business

Master of Business Administration (M.B.A.)

2010 - 2012



University of Tennessee, Knoxville

Bachelor's Degree, Computer Science

1997 - 2002

Labor Standards Advisory Commission

15 Members: Pursuant to *Ord. 124643*, all members subject to City Council confirmation, 2-year terms:

- 7 City Council-appointed
- 7 Mayor-appointed
- 1 Other Appointing Authority-appointed (specify): Commission-appointed

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
	F	2	1.	Commissioner	Elizabeth Ford	5/1/19	4/30/21	2	Mayor
			2.	Commissioner	Vacant	5/1/20	4/30/22		Mayor
			3.	Commissioner	Vacant	5/1/19	4/30/21		Mayor
			4.	Commissioner	Vacant	5/1/20	4/30/22		Mayor
			5.	Commissioner	Vacant	5/1/19	4/30/21		Mayor
6	M		6.	Commissioner	Andrew Beane	5/1/20	4/30/22	2	Mayor
	F		7.	Commissioner	Betsy McFeely	5/1/19	4/30/21	1	Mayor
			8.	Commissioner	Artie Nosrati	5/1/20	4/30/22	2	City Council
			9.	Commissioner	Will Pittz	5/1/19	4/30/21	1	City Council
6	F	1	10.	Commissioner	Samantha Grad	5/1/20	4/30/22	2	City Council
			11.	Commissioner	Gay Gilmore	5/1/19	4/30/21	1	City Council
6	F	NA	12.	Commissioner	Ilona Lohrey	5/1/20	4/30/22	1	City Council
6	F	2	13.	Commissioner	Marilyn P. Watkins	5/1/19	4/30/21	1	City Council
1	F	3	14.	Commissioner	Jeanie Chunn	5/1/20	4/30/22	1	City Council
1	M	2	15.	Commissioner	Joel Shapiro	5/1/21	04/30/23	1	Commission

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	1	2								1			
Council		4			1					3			
Other					1								
Total	1	6			2					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.