



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: *Kathleen Rohde*

Board or Commission Name: *Community Technology Advisory Board*

Position Title: *Member at Large*

Appointment **Reappointment** ***Term of Position:** *1/1/2026 to 12/31/2027*

Serving partial term (eligible for full terms thereafter)

Appointing Authority: City Council Mayor Other: *Insert Appointing Authority*

City Council Confirmation Required? Yes No

Residential Neighborhood: *Capitol Hill*

Appointee brief overview:

Kathleen is an executive communications leader with 10+ years shaping CEO and senior executives voice across AI, policy, and high-stakes business moments. Trusted partner to senior leaders navigating change, growth, and reputational issues in global technology environments. Strong attention to detail with a proven track record of translating complex technical topics into clear, high-impact communication narratives for internal and external audiences. With more than a decade of experience in strategic communications at the intersection of technology, policy, and civic outreach, Kathleen is eager to support CTAB's mission to research, study, and recommend policies on issues relating to information and communications technology. Kathleen believes inclusive communication is essential to both building public trust and informing local policy. As a long-term Seattle resident, she is deeply invested in the city's digital future and passionate about equitable access to information, civic technology, and public trust in digital systems. Kathleen would be honored to contribute to CTAB's important work and help shape inclusive, forward-thinking technology policy for all Seattleites.

Appointing Authority Signature:

Date Signed: 05/14/2026

Appointing Authority Printed Name and Title:

*Joy Hollingsworth
Council President
Seattle City Council*

**For most boards and commissions, the term begin and end date is fixed and tied to the position and not the appointment date.*

Kathleen Rohde

Overview

Executive communications leader with 10+ years shaping CEO and senior executives voice across AI, policy, and high-stakes business moments. Trusted partner to senior leaders navigating change, growth, and reputational issues in global technology environments. Strong attention to detail with a proven track record of translating complex technical topics into clear, high-impact communication narratives for internal and external audiences.

Experience

AMAZON & AMAZON WEB SERVICES (AWS)

Executive Communications Manager, Policy Communications | September 2024 – Present

Leads executive communications for Amazon's Chief Global Affairs and Legal Officer David Zapolsky, shaping messaging on technology, policy, and regulatory issues for global stakeholders.

- Shapes Amazon's global policy narratives through executive communications, including speeches, talking points, op-eds, internal email updates, and social content, with a focus on clarity, precision, and regulatory context.
- Creates executive briefing materials, messaging frameworks, and spokesperson support for high-stakes moments, keynotes, launches, and stakeholder engagements, partnering closely across business teams, surfacing emerging issues, and synthesizing complex technology topics into clear narratives with speed and message discipline.
- Owns social strategy across LinkedIn and X/Twitter, increasing executive reach on LinkedIn by 338% and engagement by 230% year over year, while reinforcing Amazon's messages.
- Secured hundreds of unique articles and high-profile coverage through targeted media engagement, including The Seattle Times, GeekWire, CNBC, Politico, Financial Times, Law.com, CBS, Fast Company, and leading international business publications.

Executive Communications Manager, CEO Communications | September 2021 – September 2024

Served as a primary executive communications partner to Amazon CEO Andy Jassy, leading a global portfolio spanning external engagements, internal communications, media, and partner forums.

- Built executive narratives and talking points that translated complex technical, product, and partnership information into clear messaging aligned to business strategy and company priorities.
- Owned development of scripts, speeches, briefing materials, and messaging frameworks to ensure consistent CEO voice across keynotes, interviews, social content, and internal communications.
- Partnered with senior stakeholders across engineering, policy, product, marketing, PR, operations, and external partners to align communications with business priorities and create storytelling opportunities.

AWS Senior Communications Manager, CEO Communications | June 2021 – September 2021

Led and executed internal and external communications for Amazon CEO Andy Jassy and AWS CEO Adam Selipsky, building distinct and authentic communications strategies for each. Built proactive communication strategies to support leadership transition, including curating and updating core business narratives for each executive.

- Created and maintained systems to ensure message quality and consistency across AWS and Amazon communications during the transition.
- Partnered across teams to maintain executive messaging alignment, keeping content current and ready for fast-moving priorities.

AWS Communications Manager, CEO Communications | April 2019 – June 2021

Served as subject matter expert on CEO voice, developing messaging from business strategies, customer insights, executive priorities, industry trends, partnerships, and research.

- Created and scaled the CEO speaking events program by 550% in Q1 2020-2021 and 95% year over year by building scalable processes, content workflows, and review systems while maintaining message quality.
- Drove product and service launch communications with a direct line to the CEO, establishing messaging standards and review discipline to support competitive differentiation and narrative clarity.
- Led program management for CEO re:Invent keynotes reaching 1.6M+ views in 2020 and 726K+ views in 2019, delivering priority messages to global customers, partners, media, and employees.
- Tailored messages and prep materials, evaluated event participation, collaborated with internal and external stakeholders, provided onsite support, mitigated risks in every step, and distributed top-level messaging across AWS and Amazon.
- Served as central point of contact aligning communications deliverables across marketing, PR, legal, analyst relations, video, demo, social, launch, and event teams, including management of external agencies.

AWS Public Relations Specialist | April 2018 – April 2019

Led business-critical press programs and issues management.

- Directed press programs for AWS re:Invent and regional summits, coordinating with product, partner, and marketing teams to secure top-tier coverage on cloud innovation and customer success.
- Designed and implemented issue tracking and crisis mechanisms across AWS PR to manage high-risk inquiries, while keeping narratives mission aligned.

Amazon Events Recruiter | November 2016 – April 2018

Managed logistics, stakeholder communication, and execution for high-volume international hiring events, demonstrating rapid adaptability across multiple concurrent priorities.

EVANTA, A CEB COMPANY

Content Director and Program Coordinator | August 2015 – November 2016

Contact for Fortune 1000 executives, developing leadership agendas based on their business challenges. Created unique narratives reflecting evolving industry and technology priorities for 30+ summits and conferences.

COLLEGE POSSIBLE

Communications Coordinator | August 2014 – August 2015

Wrote, edited, and pitched press releases securing features across 10 local media outlets, emphasizing education impact data. Led brand awareness campaigns, driving constituent engagement.

Education

PACIFIC UNIVERSITY, OREGON

B.A. Media Arts – Journalism (*cum laude*)

Core Skills

Executive communications; Narrative development; Spokesperson preparation; Internal communications and all-hands; Issues and change management; Reputation response; Media strategy; Cross-functional program leadership; Editorial planning; Stakeholder communications; Social strategy.

References

Available upon request.



COMMUNITY TECHNOLOGY ADVISORY BOARD

10 Members: Pursuant to Ordinance 124736, all members subject to City Council confirmation, with 2-year terms.

- 4 City Council-appointed
- 6 Mayor-appointed

Roster as of [May 2026]

Position Number	Position Title	Appointee Name	Term Begin Date	Term End Date	*Term Number	Appointed By
1	Member at Large	Omari Stringer	01/01/25	12/31/26	2	City Council
2	Member at Large	Dei'Marlon Scisney	01/01/26	12/31/27	2	Mayor
3	Member at Large	Venita Subramanian	01/01/26	12/31/27	1	Mayor
4	Member at Large	Rajat Aggarwal	01/01/25	12/31/26	1	City Council
5	Education Member	Aishah Bomani	01/01/25	12/31/26	2	Mayor
6	Get Engaged Member		09/01/26	08/31/27	1	Mayor
7	Member at Large	Kathleen Rohde	01/01/26	12/31/27	1	City Council
8	Member at Large	Friday O. Enabulele	01/01/26	12/31/27	1	Mayor
9	Member at Large	Colin Sanders	01/01/25	12/31/26	1	City Council
10	Public Access Member	Phillip Meng	01/01/25	12/31/26	2	Mayor

Self-identified diversity chart

Appointing Authority	Male	Female	Transgender	Non-Binary	N/A	Asian	Black/African American	American Indian/Alaska Native	White/non-Hispanic	Hispanic/Latinx	Pacific Islander	Middle Eastern	Multi-racial	N/A
Mayor	3	2				3	2							
Council	3	1				1	1		2					
Other														
Total	6	3				4	3		2					

City Council districts represented

Council District	District 1	District 2	District 3	District 4	District 5	District 6	District 7	N/A
Total	1		1		1	1	4	

*P is for partial initial term. Appointee is eligible for full terms thereafter.