

# Tina Podlodowski

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## CAREER SUMMARY

Accomplished and seasoned executive with diverse experience in creating, planning, managing and executing innovative initiatives in the for-profit, non-profit and government sectors that simply make the world a better place.

## PROFESSIONAL EXPERIENCE

### **Independent Consultant**, *September 2014 to present, Seattle, WA*

Provide coaching and expertise to municipalities, companies and non-profit organizations on strategic and crisis communications, as well as policy and advocacy development. Performed extensive work with municipal police departments on training and policies, community engagement, and the deployment of body-worn cameras with evidence management systems.

### **Office of Seattle Mayor Ed Murray**, *December 2013 to July, 2014, Seattle WA*

#### **Special Assistant to the Mayor**

Architect of Mayor's effort to reform and reorganize the Seattle Police Department. Created and ran the community process that selected new chief Kathleen O'Toole. SPD is currently subject to a Settlement Agreement with the U.S. Department of Justice for excessive use of force and biased policing and under a court appointed Federal Monitor. Revitalized long-standing policies related to use of force to create transparent, accountable and evidence-based policing standards, and won approval of the Federal Monitor. Managed an interdisciplinary team to revitalize and refresh SPD technology to determine and capture critical performance data and bring the department into the forefront of data-drive policing, with emphasis on in-car video, body-worn cameras and performance and records management.

### **Washington Alliance for Gun Responsibility**, *December 2012 to December 2013, Seattle WA*

#### **Co-Chair**

Co-founder of this statewide coalition of concerned citizens and organizations working together to forge commonsense solutions to reduce gun violence. Developed and filed Initiative 594, concerning universal background checks. I-594 was presented to the Washington State Legislature in January 2014, and was a winning statewide initiative campaign on the ballot in November 2014.

### **Porter Novelli**, *February 2010 to February 2013, Seattle, WA*

#### **Senior Vice-President, Public Affairs, Health and Social Marketing.**

Provide leadership and direction for Public Affairs, Health and Social Marketing Clients, including management of the overall practice. Directed all aspect of public relations, advocacy, and communications strategies for clients including Group Health Cooperative, Western Governors University (Washington and Texas), The Centers for Disease Control Office of Environmental and Public Health, the Association of State and Territorial Health Directors (ASTHO) and the National Association of City and County Health Officials (NACCHO).

- Developed diverse local and national campaigns related to brand repositioning, product launches and social innovation in such areas as environmental sustainability, on-line education, Medicare, the Affordable Care Act, patient health care empowerment, childhood immunizations and state and municipal disaster preparedness, respectively. Skilled at developing targeted communication for a variety of audiences, conducting primary and secondary audience research, social marketing and social media campaigns, plus crisis communication protocols.

### **Big Brothers Big Sisters of Puget Sound**, *June 2007 –December 2009, Seattle, WA*

#### **President and CEO**

Created, led and managed a growth and expansion effort to revitalize Big Brothers Big Sisters of Puget Sound into the largest mentoring organization in the Puget Sound region, and one of the ten largest BBBS affiliates in the country. BBBSPS matches "Bigs" and "Littles" in a structured multi-year mentoring program. 85% of the children matched live at or below the poverty line, many with incarcerated parents or family members, and many first generation children of recent immigrants. BBBSPS is a key partner in the Seattle Youth Violence Initiative.

- In 2008 BBBSPS was named both a Gold Agency and a Quality Agency by BBBS Of America – a first for the agency in both categories in its 50-year history. As a Gold Agency, BBBSPS exceeded all national performance standards for the over 400 BBBS affiliates – only 1 of 17 agencies to do so. As a Quality Agency, BBBSPS exceeded all national performance standards for match length and quality of matches – again, only 1 of 17 agencies to do so. BBBSPS was only one of two BBBS agencies in the country to receive both awards in 2008.

- Created and implemented a major rebranding effort for the 50-year-old agency, the Be BIG! Campaign. This included new agency strategy, logos and other collateral, and consistent agency messaging targeting various constituent groups. Media and community presence and awareness of BBSPS grew tenfold, resulting in a 16% increase in donations to the agency, and doubling the number of corporate and foundation sponsors.

**Lifelong AIDS Alliance**, March 2004 – May 2007, Seattle, WA

**Executive Director**

Led the nation's sixth largest AIDS Service Organization (ASO), caring for 5,500 people in Seattle and King County, and providing insurance continuation services and Medicaid and Medicare assistance for thousands more in the State of Washington.

Returned the agency to "profitability" after five years "in the red" and increased agency revenues from \$8M to \$15M, while maintaining a 13% overall administrative rate.

- Demonstrated fundraising leadership by cultivating and securing the largest-ever agency gifts from a bequest (\$1.3M), a foundation (\$500K) and an individual (\$100K), as well as the single largest government contract through the State of Washington Department of Health at \$5.8M. Increased the agency's single largest fundraiser – the AIDS Walk – from \$340K in revenue in 2003, to \$850K in revenue in 2006. Doubled the number of corporate and foundation sponsors.
- Increased reach and scope of prevention and education efforts by tripling the delivery of our safer-sex messages to over 380,000 in 2006. Increased City of Seattle Funding for MPowerment, LLAA's acclaimed at-risk youth program, and added additional addiction services. Increased the outreach of the Positive Choices Program beyond the GLBT community, to communities of color, immigrant communities and heterosexual populations. Successfully implemented the largest AIDS Lobby Day in agency history, with 400 activists from 42 of Washington's 49 Counties attending and meeting with the state representatives in Olympia.

**PodVentures LLC**, July 2000 – December 2003, Seattle, WA

**Principal and Founder**

Founded an investment and consulting company focused on assisting early stage businesses, non-profit organizations and individual senior managers.

- Served as an investment partner and advisor for Bold New World Investments, PlanetOut Partners, the Women's Sports Network and various emerging businesses in the Seattle area.

**Seattle City Council**, January 1995 – January 2000, Seattle, WA

**Councilmember**

Won a four-year term to an at-large seat on the Seattle City Council with 65% of the popular vote. Represented the needs of 550,000 constituents.

**Chair, Public Safety Health and Technology Committee**

- Oversaw all policy and budget responsibilities for the Police and Fire Departments, as well as Municipal Courts, Emergency Services and Seattle's share of the Seattle/King County Department of Public Health. This comprised 2500 employees, hundreds of city initiatives and programs and a total combined budget of \$650 million.
- Championed the complete redevelopment and modernization of the City's financial management system, an effort that saved Seattle nearly \$30 million. This effort became a case study at Harvard's Kennedy School of Government in effective change management. Brokered a groundbreaking deal between the City and AT&T regarding open access to high-speed Internet services and the introduction of cable-based telephone service for Seattle. Authored consumer protection legislation that serves as a national model, the "Cable Customer Bill of Rights".

**Chair, Neighborhoods and Neighborhood Planning Committee**

- Completed 37 different data driven and citizen-based neighborhood plans detailing priorities in growth, economic development, land use, transportation and parks. This effort brought together thousands of Seattle citizens in hundreds of meetings and public hearings to better understand the diversity and needs of our neighborhoods, and build on our strengths for the future.
- Enacted three watershed pieces of legislation ensuring basic rights for all people: 1) the "Equal Benefits Ordinance" requiring companies contracting with the City of Seattle to extend equal benefits to domestic partners, 2) legislation to protect gender identity under all of the City's non-discrimination laws, and 3) the "Fair Employment Ordinance," to fight discrimination in any workplace in Seattle, regardless of size.
- Served on the boards of the National League of Cities, Association of Washington Cities and Puget Sound Regional Council and worked with organizations including the Greater Seattle Chamber of Commerce and United Way to help promote understanding of both neighborhood and diversity issues.

**Chair, Labor/Management Committee**

- Encouraged effective cooperation between the City of Seattle and the 37 Labor Unions that comprise the Coalition of City Unions. Chaired the Joint Labor/Management effort on managed competition. Responsible for council options related to city pension and insurance plans and planning. Chair of the Seattle Police Pension Board.

**CITIES Technology and Literacy Project**, 1993 – 1995, Seattle Central Community College, Seattle, WA

**Co-Founder**, with Dr. Constance Rice and Patty Stonesifer

Created programs and curriculum dedicated to bridging the digital and literacy divides in Seattle's communities of color.

**Washington Citizens for Fairness**, January 1993 – January 1994, Seattle WA

**Staff Director**

- Mobilized statewide voter effort against discriminatory initiative campaign.

**Microsoft Corporation**, November 1985 – March 1992, Redmond, WA

**Senior Manager**

**Director and General Manager, Microsoft University**, 1991 – 1992

- Managed 11 different locations around the U.S., a group of 150, and a budget of \$15 million. Returned the long-underperforming MSU subsidiary to profitability in less than one year.

**International Marketing Manager**, 1990 – 1991

- Developed and implemented the successful launch of Windows 3.1, SQL Server and LAN Manager with Microsoft's European subsidiaries.

**Regional Corporate Sales Manager**, 1986 – 1990

- Launched and managed Microsoft's East Coast corporate sales offices in New York, Boston, Washington D. and Atlanta, creating a \$150 million revenue stream in three years with 80 employees.
- Top performing sales manager in the United States in 1988 and 1989.

**Product Marketing Manager**, 1985 – 1986

- Product Manager for Microsoft Word 3.0.

**MultiMate Corporation**, December 1983 – November 1985, East Hartford, CT

**Director of Product Marketing**

**The Hartford Insurance Group**, November 1982 – December 1983, Hartford, CT

**Technology Projects Manager**

## COMMUNITY, VOLUNTEER AND PHILANTHROPIC EXPERIENCE

- **Seattle Theatre Group**, Board Member, January 2015 to present
- **LPAC**, Board Member, January 2015 to present
- **Seattle Community Police Commission**, Commissioner, March 2013 to December 2013, Seattle WA
- **Seattle Academy of Arts and Sciences**, Major Gifts Co-Chair and Board Member, 2007 to 2011 Seattle, WA
- **Daniel J. Evans School of Public Affairs**, Visiting Committee, 2000 to 2006, UW, Seattle, WA
- **Human Rights Campaign**, Founder of *FamilyNet* and Board Member, 1999 – 2002, Washington, DC
- **WHERE (Women for Health Care Reform and Equity)**, National Advisory Board, 1996 – 2000, Seattle, WA
- **National Gay and Lesbian Task Force**, Board Member, 1997 – 1999, Washington, DC
- **Outgiving Philanthropy Conference**, Co-Chair, 1995 – 1997, Denver, CO
- **Pride Foundation**, Board Chair, 1993 – 1995, Seattle, WA

## AWARDS, PUBLIC SPEAKING AND PUBLICATIONS

- 2007 Spirit Award Winner, Urban League of Metropolitan Seattle
- 2006 *Puget Sound Business Journal* "Woman of Influence"
- Featured speaker at Northwest Development Officer's Conferences (NDOA).
- Guest Lecturer at the University of Pennsylvania, University of Washington and Evergreen State College.
- Political and philanthropic work profiled in the *New York Times*, the *Washington Post*, the *Independent* (London), *Le Figaro* (Paris), *People* and *Vanity Fair*.
- Appeared on CNN and the ABC Nightly News and featured on NPR, BBC Television and Radio, Canal Plus Television in France and German Public Radio for political and philanthropic work.

## EDUCATION

**University of Hartford**, 1978 – 1982, Hartford, CT

Bachelor of Science, Computer Engineering