



City of Seattle
Council Position No. 8
Applicant Summary

Applicant Name: Brianna McDonald

Yes/No	Description: The following provides a summary of relevant experience, as provided by applicant in his/her application materials submitted on or before October 1, 2017.
N	Does applicant express an understanding of Seattle city government operations and legislative processes?
N	Does applicant identify experience or knowledge of public sector budget processes?
N	Does applicant identify any prior work or volunteer experience developing a budget for an organization (e.g. for-profit company, non-profit organization)?
N	Has applicant demonstrated or articulated a commitment to race and social justice—particularly, in recognition of the diverse populations who work and/or reside within the City of Seattle?
Y	Has applicant demonstrated or articulated an understanding of public policy issues (such as homelessness, affordable housing, public health, law and justice, etc.)?
N	Did applicant indicate whether he/she previously served in a publicly elected office?
Y	Did applicant indicate whether he/she has served—past or present—on a Seattle-area board or commission?
Y	Did applicant indicate whether he/she has played a role in social advocacy?
Y	Did applicant identify managerial or supervisor work experience?
N	Is the applicant a current or former City of Seattle employee?
N	Did applicant identify any potential conflicts of interest on the financial interest statement?
Y	If references were included in the application package, did applicant sign and return the Reference Checking Consent and Authorization Form?
	Comment(s):

HR USE ONLY

Date of Review: 9/29/17

Reviewer Initials: KJ

Brianna M. McDonald

September 28, 2017

Seattle City Council
Seattle City Hall
601 5th Ave
Seattle, WA 98104

Dear Council Members,


I am writing to apply for the City Council seat Position 8. I am currently an Owner and Director of Operations at the Keiretsu Forum Northwest. We have owned our business here in the Pacific Northwest for over 12 years. Our organization has worked with over 1,000 companies, funded 262, and funded nearly 130 million in companies in the Pacific Northwest alone. Last year our members invested 46 million in companies nationwide in their go-to-market stage making us the most active Angel Venture Group (according to Pitchbook data). This effort has not only created job growth for our community, but has brought to light innovation, and forward thinking that has led to the progress of our City over the last two decades.

I have lived in the Seattle area since 1992 and in the City of Seattle since 1998. I am extremely passionate about our city, neighborhoods, businesses, and residents. My entrepreneurial background gives me unique positioning on the City Council that is not currently represented. My position allows me to challenge executives in their businesses as well as their strategy for scale, which in the end helps them to see other routes to get to their desired goal. I strive in my profession to be open to other viewpoints, use facts and data to create educated decisions. I pride myself in my ability to work together with others even when we may not agree. I help them see both sides of the story. When you are growing a company many aspects of the business need to be cultivated carefully and when bringing in outside investment from individuals you need to be thoughtful about the money spend. At the end of the day, how companies arrive at profitability is through a lean financial plan.

This is where my skill set could work in alignment with the desired goals of the City. I can support the City by helping to streamline the financial goals and work together with other members to create a budget for the upcoming year. The taxpayers are the City's investors and I bring to the table the experience and understanding of the importance of this role. I feel my perspective on the City Council would maintain a balance that Mayor Burgess brought to the Council and create a stable environment to help move smoothly through the current transition.

Thank you for your time and consideration and I look forward to the opportunity to serve the residents of Seattle.

Sincerely,


Brianna McDonald

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CITY OF SEATTLE
2017 SEP 29 10:12:05
CITY CLERK

Brianna M. McDonald

Operations & Business Development professional with over 10 years of combined experience in marketing and sales strategy execution, strategy, angel investing, business-to-business consulting, relationship management, and leading collaborative teams in both business and community.

Owner, Director of Operations, Keiretsu Forum Northwest, Seattle, Washington **May 2017- Present**

Membership organization of Angel Investors in the world that invest in quality startups, using strict due diligence process.

- Responsible for overseeing the production of 25 events each month
- Managing a team of four individuals to assure performance and deliverables
- Working with our membership to assure satisfaction, receiving feedback, and making changes appropriately.
- Bringing in new membership and on boarding them into the Keiretsu community
- Enhance Programs surrounding membership satisfaction, screening companies, pitch coaching, and streamlining screening committees.
- Organize and contribute to the production of the Angel Capital Expo, which includes six events over four days totaling 750 people in attendance.

Managing Director, McDonald Ventures LLC, Seattle, Washington **2006 – Present**

Provides professional services to emerging growth companies and fund managers on capital formation structures and investor relations strategies.

- Responsible for working with emerging companies to accelerate growth through strategic planning, due diligence preparation and targeted introductions.
- Advise on proper corporate structure necessary to facilitate company financing and revenue growth; assemble fundraising and due diligence materials to raise capital.
- Partner with Founder to work with over 30 startup companies to meet their unique capital needs through global network of over 1,500 Angel Investors, many in the Pacific Northwest chapter.

Owner, Due Diligence Lead/Active Member, Keiretsu Forum Northwest, Seattle, Washington **2005 – Present**

Membership organization of Angel Investors in the world that invest in quality startups, using strict due diligence process.

- Volunteer with responsibilities of leading due diligence, participating in deal screening and forums, reviewing product market, barriers to entry, leadership teams, competition, and exit strategies.
- Successfully led due diligence on two companies in the tech and apparel verticals, including submitting and reviewing necessary documentation and business intelligence, coordinating site visits, attending product demos, conducting interviews with company employees and leadership, and delegating various areas of focus to potential investors for further review.

Real Estate Broker, REALTOR – Windermere Real Estate, Seattle, Washington **2005 – 2013**

\$20M residential real estate brokerage and member of National Association of Realtors.

- Responsible for full cycle residential real estate business, including educating clients on current market conditions, buying and selling, negotiating transactions, and coordination of escrow, title, and lenders.
- Provided a high touch customer service model for Microsoft executives and transferees that was recognized by Microsoft Corporate through the designation of Microsoft Preferred Executive Relocation Expert.

COMMUNITY ACTIVITIES

North Seattle Community College Coop

2008-2012

Infant Coop- Secretary

2008-2009

North Seattle Toddler Coop – Parent Coordinator

2009-2010

Latona Pre 3's Coop – Chair

2010-2011

North Seattle Toddler Coop – Chair

2012 -2013

Celebrity Waiter's Luncheon Auction

2005-Present

Seattle Leukemia Lymphoma Society & Millionair Club

Union Gospel Mission Search and Rescue

2016 - Present

Wedgwood Community Council; President, Transportation Chair

2013-2015

University of Washington, Seattle, Washington

2000-2002

- Bachelor of Arts, History; minor in Political Science
- Phi Sigma Theta National Honor Society Member

John Finelli,

Seattle City Council
Et al.
Seattle City Hall
601 5th Ave,
Seattle, WA, 98104

Dear Seattle City Council:

Please consider Brianna McDonald for the unfilled Position 8 Council seat.

I have known Brianna since 2014 and consider her to be one of our neighborhoods passionate leaders. During Brianna's three year term with the Wedgwood Community Council, she was the transportation committee chair for two years before becoming the organizations board president. During Brianna's service, she was influential in helping to draw attention to many of our neighborhoods need for sidewalk improvements and safe routes to school. Brianna also has the foresight into zoning needs centered towards small business.

Brianna's dedication to our community and her family, truly defines the hardworking charismatic and compassionate woman she is. Brianna has the drive and determination to see a truly inclusionary Seattle, one of equality, equability, and smart growth.

Thank you

Sincerely,



John Finelli,
Wedgwood Community Council Board President



OneEightyFoundation

• NEW DIRECTION IN GIVING •

September 28, 2017


Seattle City Council
Seattle City Hall
601 5th Ave
Seattle, WA 98104

Dear Council Members,

I am pleased to offer my personal and professional endorsement of Brianna McDonald. Brianna is poised, engaging and enjoys the respect of an extensive network of public and private sector leaders. I was first introduced to Brianna in 2016 and upon meeting her, we discovered there was a unique alignment between both of our organizations and moved forward with creating a community partnership with Brianna's organization, the Keiretsu Forum Northwest. She is deeply passionate about helping people who are facing difficult situations through entrepreneurship and small business. Brianna is passionate about providing a space for people to grow to achieve their goals. She is knowledgeable on issues relating to entrepreneurship, technology, business, investment, public policy, and understands the unique offerings each can bring to social impact collaborations. She expertly communicates shared value in a way that resonates with both business executives and nonprofit leaders. Her enthusiasm for partnerships and public relations expertise make her an effective choice for any public-facing, high stakes role.


Sincerely,

Barbie Seifert
Executive Director
One Eighty Foundation


oneeightyfoundation.org

September 28, 2017

Heather Lewis



Seattle City Council
Seattle City Hall
601 5th Ave
Seattle, WA 98104

Dear Council Members,


I am pleased to offer my personal and professional endorsement of Brianna McDonald. Brianna and I first partnered through the Social Venture Partners Fast Pitch program in 2016. I was impressed by her humility and the depth of her entrepreneurial knowledge. Brianna is poised, engaging and enjoys the respect of an extensive network of public and private sector leaders. Since that time, we have participated in ongoing regional conversations focused on smart cities, economic development, policy and planning. She has a deep understanding of issues relating to technology, business development and public policy. Brianna appreciates how advancements in technology can make city services more efficient, promote digital equity, and improve overall livability, but is cognizant of the need to weigh these benefits against potential threats to residents' privacy, and mitigate any potentially harmful impacts that cloud-based pose to existing brick and mortar businesses, city tax bases, etc.

I have found her to be an ethical, reliable and trustworthy individual and believe she has the temperament and experience to serve Seattleites effectively in this role.

Sincerely,

Heather Lewis

Government Affairs at Rover.com
Vice Chair, City of Seattle Community Technology Advisory Board
Member, UW Cybersecurity Business Leadership Council



From: [Brendan Kolding](#)
To: [LEG_CouncilAppointmentApplications](#)
Cc: [Brendan Kolding](#)
Subject: Application for Position 8
Date: Thursday, September 28, 2017 9:59:37 PM
Attachments: [Kolding_City_Council_Letter.docx](#)
[Kolding_City_Council_Resume.docx](#)
[Financial_Interest.pdf](#)
[Reference_Check.pdf](#)

To whom it may concern:

I am submitting my application materials for the open City Council position. In an attempt to protect my private information, I have not included my address or phone number on my resume. They are included below, however.

Please let me know if there is anything else that you will need from me.

-Brendan Kolding

[REDACTED]