

Subject: Application for Position 5, Seattle City Council

Dear Members of the Seattle City Council,

I am writing to formally submit my application for Position 5 on the Seattle City Council. My name is Eric Souder, and I am eager to bring my experience, dedication, and vision to the service of our city during this pivotal time.

Raising a family here in Seattle as well as calling it home for the past 30 years, I have witnessed firsthand the remarkable transformation of our city—from the 1990s to today. This evolution has brought both opportunities and challenges, deepening my understanding of the policies that shape the lives of Seattle residents. Motivated by a strong sense of civic duty, I am ready to move from observation to active participation, giving back to the community that has given me so much.

My approach to city leadership is grounded in three core pillars:

Public Safety: I am committed to fostering strong partnerships among all stakeholders to ensure a safe, thriving community. I believe safety is a shared responsibility that requires collaboration and a comprehensive approach to ensure effective protection. This is a delicate balance act where all sides need to come together in order for a strong system to emerge.

Economic Vitality: Seattle's unique economic landscape is fueled by both vibrant local businesses and some of the world's most influential companies. Our region's potential lies in fostering an environment where neighborhood shops, innovative startups, and global industry leaders can all thrive. By supporting policies that encourage entrepreneurship, attract investment, and promote collaboration across sectors, we can ensure that areas from Rainier Beach to Downtown to Lake City benefit from shared prosperity. Strengthening our local business community while leveraging the presence of major corporations will drive sustainable growth, create jobs, and reinforce Seattle's role as a dynamic economic hub.

Community Support: Listening to residents and responding to their needs is essential. I am particularly focused on supporting those facing mental health challenges and on building a sense of belonging for all Seattleites. How do we collaborate with state, local, and national agencies and community leaders to ensure that those who ask for our support actually receive it? This may be costly support but with the right investments we will make Seattle stronger.

My community leadership reflects a deep commitment to thoughtful governance, collaboration, and responsible stewardship. As a six-year board member and architecture committee head for the Blue Ridge Community, I helped guide membership, financial decisions, and sustainable development. On the St. John School Commission, I supported school leadership, played a key role in hiring a new principal, and developed a forward-thinking technology plan. These experiences, rooted in organizations where my family and I are deeply involved, have shaped my approach to leadership and service.

Professionally, I am a University of Washington graduate with over 25 years in the tech sector. My career has been defined by building partnerships, negotiating contracts, managing budgets, and leading teams. I am adept at identifying opportunities, streamlining processes, and implementing strategic initiatives—skills I am eager to bring to the Seattle City Council.

I am excited about the opportunity to contribute my experience and values to Seattle's governance. Confident that my background aligns with the responsibilities of Position 5, I look forward to discussing how I can help drive positive change for our city.

Thank you for considering my application. I welcome the chance to speak further and can be reached by phone or email at your convenience. I am energized and ready to serve.

Sincerely,

Eric Souder

REDACTED

Proud Seattle Resident

Eric C. Souder

REDACTED

Summary of Qualifications

- Accomplished community leader and executive with 25+ years of experience driving business development, partnership strategy, and organizational growth.
- Proven record of leadership in both corporate and volunteer settings, with a focus on collaboration, team building, and strategic vision.
- Deep expertise in identity/security, digital markets, ecommerce, and technology partnerships.
- Recognized for building inclusive teams, listening to diverse perspectives, and delivering results that benefit both organizations and the broader community.

Community Leadership & Volunteer Experience

Blue Ridge Community Association

- Board Member & Architecture Chair (2018–2023)
 - Guided financial decisions and supported community health initiatives during the pandemic.
 - Led the Architecture Committee, collaborating with neighbors on development plans and mediating disputes to foster a cohesive neighborhood.
- Volunteered for over a decade with the community swim team, supporting youth athletics and engagement.

St. John School

- Commission Member (2021–2025)
 - Advised school leadership on financial management and communications.
 - Served on the principal hiring committee (2024–2025), leading the successful recruitment of a new school principal.
 - Contributed to property expansion planning and technology initiatives to enhance educational outcomes.
- Head Coach and Coordinator for Track & Field (2022–Present), managing over 100 student athletes and volunteering at events for 10+ years.

Professional Leadership Experience

Nametag - Vice President, Business Development (2025–Present)

- Developed and executed partnership strategies with leading technology firms.
- Identify new revenue streams and provide strategic input on product direction and partner integrations.

BetterCloud - Head of Business Development & Partnerships (2024–2025)

- Launched a comprehensive partner program, driving significant revenue growth and building high-impact alliances with industry leaders such as Google, Dropbox, and Zoom.
- Led cross-functional teams to deliver innovative solutions and secure multi-million-dollar agreements.

Dropbox - Head of Strategic Partnerships (2021–2023)

- Directed global partnership strategy with major technology companies, resulting in improved customer experiences and substantial revenue gains.
- Oversaw product integrations, market expansion, and successful go-to-market campaigns.

Okta - Senior Manager, Technology Partnerships (2018–2021)

- Built and managed Okta’s first Customer Identity partner ecosystem, generating millions in partner-driven revenue.
- Drove diversity and inclusion initiatives as a founding member of Okta’s Inclusion Council. Initiated projectx to make sure all employees are trained on job growth with their managers and departments.

Additional Leadership Roles

- Held senior partnership and business development positions at Oracle, Motorola Solutions, Marchex, Amazon, and RealNetworks.
- Consistently recognized for strategic leadership, cross-functional collaboration, and delivering measurable results across diverse teams and markets.

Education

- University of Washington, Seattle, WA
 - B.A., Political Science & Latin American Studies
 - Focus: International Business, Portuguese & Spanish languages

Leadership & Skills

- Strategic Planning & Partnership Development
- Team Building & Inclusive Leadership
- Community Engagement & Volunteer Coordination
- Budget Management & Financial Stewardship
- Proficient in Portuguese & Spanish

References

Available upon request



City of Seattle

FINANCIAL INTEREST STATEMENT AND ADDRESS VERIFICATION CANDIDATES FOR COUNCIL DISTRICT 5

All City of Seattle officials and employees are subject to the provisions of Seattle Municipal Code (SMC), Chapter 4.16, (the "Ethics Code"). The purpose of the Ethics Code is to ensure that no public office is used for personal gain; and that the public have confidence in the integrity of its government. An individual with certain financial interests may be prohibited from participating in City business, as specified in the Ethics Code. Please click [HERE](#) to see SMC 4.16.070, a list of prohibited conduct.

The City Council is interested in knowing whether you have any financial interests that could be an issue with your service on the Council. Please answer the following questions to the best of your ability. Answering "Yes" does not necessarily disqualify you from consideration:

1. Do you, or any member of your family, **receive compensation** from any person or entity that engaged in any transactions or activities with Seattle City government in the past five years? ☒ No ☐ Yes, please complete item 1 on page 2.
2. Do you, or any member of your family, have a **direct financial interest** in any person or entity that engaged in any transactions or activities with Seattle City government in the past five years? ☒ No ☐ Yes, please complete item 2 on page 2.
3. Have you, or any member of your family, served in the past five years as an officer, director, trustee, or employee of an entity that engaged in any transactions or activities with Seattle City government? ☒ No ☐ Yes, please complete item 3 on page 2.
4. After referencing SMC 4.16.070, do you have any other relationships, employment history or financial interests that you feel could be an issue with your service on the Council under the Ethics Code? ☒ No ☐ Yes, please complete item 4 on page 3.

In order to be eligible for appointment to Council Position 5, you must be a resident of District 5 for at least 120 days (City Charter Article IV, Sec. 2; Article XIX). Please confirm your eligibility by clearly printing your current residential address and affirming the length of your residency at that address:

Street Address ^{REDACTED}
Zip Code ^{REDACTED}
Resident at this address since: 19 years

Name of Candidate (as registered with King County Elections): Eric Souder

I certify under penalty of perjury under the laws of the State of Washington that the information provided on this page and on page 2 and on all attached sheets is true and correct and that I have made reasonable inquiry to determine the truth, accuracy, and completeness of my responses.

Signature: [Signature]

Signed at Seattle, Washington

(City or other location must be filled in.)

Date: 7-9-25

Note: If you are appointed to the City Council, you will be required to complete a "Personal Financial Affairs Statement" on a form provided by the Seattle Ethics and Elections Commission (SEEC). You can see SEEC Form F1 by clicking [HERE](#).

EXPLANATIONS FOR RESPONSES ON PAGE 1: *(Use additional sheets if necessary. For assistance, please call the Seattle Ethics and Elections Commission at 206-684-8500.)*

1. Please provide the name and address of each person or entity for which you answered Yes on page 1

Name: _____
Address: _____

2. Please provide the name and address of each entity for which you answered Yes on page 1.

Name: _____
Address: _____

3. Please indicate (i) the name of the person holding the position (you or an immediate family member); (ii) the title of the office, directorship, trusteeship or employment held; and (iii) the name and address of the entity.

Person holding the position: _____
Position held with entity: _____
Entity name: _____
Entity address: _____

4. Please describe the relationships, employment history or financial interests for which you answered YES on page 1.