

Committee on Energy and Commerce
U.S. House of Representatives

Witness Disclosure Requirement "Truth in Testimony"
Required by House Rule XI, Clause 2(g)(5)

1. Your Name:	Shireen Santosham	
2. Your Title:	Chief Innovation Officer, San Jose, CA	
3. The Entity(ies) You are Representing:	Mayor's office of Technology & Innovation	
4. Are you testifying on behalf of the Federal, or a State or local government entity?	<input checked="" type="radio"/> Yes	<input type="radio"/> No
5. Please list any Federal grants or contracts, or contracts or payments originating with a foreign government, that you or the entity(ies) you represent have received on or after January 1, 2015. Only grants, contracts, or payments related to the subject matter of the hearing must be listed.	None	
6. Please attach your curriculum vitae to your completed disclosure form.		

Signature: _____

Date: _____

11/14/17

SHIREEN SANTOSHAM

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TECHNOLOGIST & BUSINESS LEADER

Passionate about bringing technology solutions to solve pressing social issues in the U.S. and abroad. Over 15 years of experience leading innovative, cross-cultural teams to drive change and create movements to address systemic problems like bridging the digital divide, drive performance in government, and launch cutting edge scientific or philanthropic initiatives.

Areas of expertise include:

- Technology Policy • Application development • Consumer research & analysis • New market entry • Strategy
- Operational improvements • Business development & fundraising • Marketing and advocacy • Program design & M&E

PROFESSIONAL HISTORY

Office of Mayor Sam Liccardo, San José, CA

Dec 2015-present

Chief Innovation Officer, Senior Policy Advisor

Lead the Mayor's Smart City Strategy to make San José the most innovative city in America by 2020. Key initiatives include launching autonomous vehicle pilots in the city, partnering with Facebook to deliver free gigabit speed internet in our downtown, launching an "Internet of Things" network in San José, making City Hall more user-friendly through mobile and web applications, and bridging the digital divide for our low-income residents.

GSMA Mobile for Development, Washington, D.C.

Aug 2013-Nov 2015

Director of Research and Insights, Connected Society Program

Set strategic direction, advocacy platform, and research agenda for the Connected Society program to harness the power of the mobile phone industry to connect the remaining 4B+ people in the developing world without internet access

Senior Manager (Global), Connected Women Program

Led a team of five researchers to understand the complexities of the growing digital divide between men and women in emerging markets and drive industry action to close the gap

Consumer research & analysis

- Led unprecedented 11 country household research study to quantify and understand the global gender gap in mobile phone and internet access and usage; over 700 global media articles cited the report
- Oversaw the delivery of an additional 30+ industry-leading publications in less than two years

Marketing & advocacy

- Acted as the public face of the program for media and major speaking engagements, including at the UN Commission on the Status of Women 59/Beijing +20 meeting in New York and Mobile World Congress in Barcelona
- Oversaw the delivery of seven successful mobile industry events around the world including the annual 300+ person seminar at Mobile World Congress in Barcelona and the seminar at the Mobile 360 Africa event in Cape Town

Program design & M&E

- Designed M&E approach and oversaw M&E implementation for 11 grants across 10 countries

Business development & fundraising

- Built strategic partnerships with large technology companies and managed donor relationships for the program

Oceana, Save the Oceans, Feed the World Campaign, Washington, D.C.

Jul 2012-Jun 2013

Project Manager

Contract consultant hired to manage an internal team to deliver on a \$750K four country feasibility study resulting in ~\$53M in funding for five years from Bloomberg Philanthropies

McKinsey & Company, Washington D.C.

Oct 2009-May 2012

Consultant

Developed strategy consulting skills across multiple industries (e.g., CPG, financial services, government, and multilaterals)

Operational improvement and implementation

- Led front-line lean operations transformation for a large financial services call center, increasing efficiency for teams by ~15-20% in 8 weeks while maintaining sales targets; personally oversaw ~90 person client team
- Designed IT procurement strategy and process improvements for a large federal government agency (e.g., reporting templates, scorecards, and vendor negotiation tools)

Market diagnostics and strategic planning

- Public Sector Practice Fellow: managed an internal team to launch the [McKinsey Center for Government](#)
- Conducted operational diagnostic, designed and facilitated multiple top-team workshops for a ~\$1B business unit within

a large international development institution to create a five year strategic plan

Program design and market entry strategy

- Designed materials and facilitated regional strategy workshops for a leading chocolate manufacturer to increase brand penetration and decrease global manufacturing costs
- Designed a framework to increase “country ownership” over HIV/AIDS programs funded by the U.S. government later adopted by multiple agencies

Vulcan Capital, Seattle, Washington

Mar 2004-Jun 2006

Associate, Social Sector Investment

Advised Paul Allen, Microsoft co-founder, on double-bottom line investments in the social sector

Investment decisions & financial analysis

- Developed financial forecasts and collaborated with management team to revise allocation of \$100M to the Allen Institute for Brain Sciences (AIBS) – ensured the start-up neuroscience institute hit critical milestones on budget
- Assessed investment decisions for \$1-\$5M projects and presented recommendations to the Board of Directors

Interim Director of Sales, Experience Learning Community (ELC)

Appointed Interim Director of Sales for Seattle’s largest museum facility. Helped lead a financial turn-around, oversaw an \$18.5M operating budget, and managed all revenue generating processes for the museum

Business development, sales and marketing

- Created five year institutional budget for the ELC that allowed Mr. Allen to reduce funding from \$13M to \$5M
- Managed a six person sales team and created new sales initiatives that reversed a downward trend in revenue; increased facility sales and catering revenue by 10% in six months and membership sales by 5% YOY

Operational improvement and implementation

- Attained 28% (\$5M) decrease in operating expenditures for ELC in one year by rationalizing exhibit product offerings
- Identified and implemented a 30% (\$250K) reduction in ELC labor costs in one year by creating a staffing model to more efficiently match visitor flow with service level

Save the Children, La Paz, Bolivia

Aug 2003-Dec 2003

Technical Consultant

Constructed a cost analysis to evaluate the feasibility of replicating health programs in rural Bolivia. Study submitted and replicated by USAID and the Bolivian government

National Economic Research Associates, White Plains, NY

Sep 2001-Aug 2003

Analyst

Conducted extensive market, financial, and regression analyses for clients engaged in the anti-trust regulatory process with the DOJ, SEC, and ITC; promoted twice in less than two years

Other Technical Consultancies

Government Policy & Transparency

- The Carter Center, Short-term Election Observer, Lofa County, Liberia (2011)
- Ministry of Internal Affairs, Advisor to the Minister, Monrovia, Liberia (2008)

EDUCATION AND PROFESSIONAL DEVELOPMENT

Masters in Business Administration – Harvard Business School – 2009

George Fellow, HBS Social Enterprise Initiative Summer Fellow, 2009 HBS Social Enterprise Conference Co-chair (voted “Big 12 Conferences of the Year” by Forbes)

Masters in Public Administration in International Development – Harvard Kennedy School – 2009

Zuckerman Fellow (full scholarship), delegate for the 2008 International Academy of Achievement Summit. TA for David Gergen, CNN Sr. Political Analyst. Field study: White House Office of Social Innovation

Bachelor of Science in Economics (finance) – Wharton School, University of Pennsylvania – 2001

Bachelor of Arts in International Relations – School of Arts and Sciences, University of Pennsylvania – 2001

Benjamin Franklin Scholar (honors program); cum laude

CREDENTIALS AND PROFESSIONAL AFFILIATIONS

- Term member of the Council on Foreign Relations
- 2012 White House Fellows National Finalist
- GGF 2027 Fellow