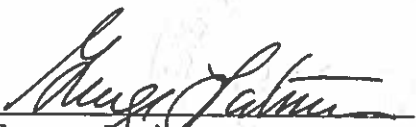


George Latimer
County Executive

WHEREAS, a vacancy exists in the membership of the Westchester County Asian American Advisory Board, due to the newly created Board:

NOW, THEREFORE, I, George Latimer, County Executive of Westchester County, in accordance with the terms and provisions of the Westchester County Charter, appoint Marjorie Hsu, 115 Millard Avenue, Sleepy Hollow, New York as a member of the Westchester County Asian American Advisory Board, for the term November 18, 2020 to December 31, 2021.

Given under my hand
and seal this 18th day
of November, 2020.



George Latimer
County Executive

Office of the County Executive

Michaelian Office Building
148 Martine Avenue
White Plains, New York 10601

Email: CE@westchestergov.com
Telephone: (914)995-2900

westchestergov.com

George Latimer
County Executive

November 18, 2020

Ms. Marjorie Hsu
115 Millard Avenue
Sleepy Hollow, NY 10591

Dear Ms. Hsu,

It is my pleasure to appoint you to serve as a member of the Westchester County Asian American Advisory Board, effective today Wednesday, November 18, 2020, pursuant to Executive Order Number 7 of 2019. This appointment is for a term to expire on December 31, 2021.

Your appointment is subject to confirmation by the Westchester County Board of Legislators, but your service begins immediately. You must complete the attached Oath of Office and file it with the County Clerk prior to the next Asian American Advisory Board meeting, and provide this office with a copy within 30 days. Please contact Martha Lopez at (914) 995-2947 for the date, place, and time of the Asian American Advisory Board's upcoming meeting for your participation.

When you have filed your Oath of Office, a Resolution to confirm your appointment will be submitted to the County Board of Legislators. As part of the confirmation process, you may be called before the Board to be interviewed.

Pursuant to Local Law, as a member of a Westchester County Board and/or Commission, you are responsible for adhering to the requirements of our Code of Ethics, which includes the annual filing of a financial disclosure statement with the County Board of Ethics. A financial disclosure form is attached.

Warmest wishes for a successful tenure.

Very Truly Yours,



George Latimer
Westchester County Executive

GL/wm

cc: Honorable Board of Legislators
Joan McDonald, Director of Operations

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BOARD OF DIRECTORS • TECHNOLOGY & TELECOM

30+ Years of Global Tech and Telecom Leadership – Translate Diverse Tech Platforms into Business Enablers.

“...Marjorie has always been at the forefront of instituting new technology to advance the business...strong advocate for diversity and inclusion.” Independent Board Director at Colony Capital, Inc. and Windstream Holdings, and Board of Trustees and Vice Chair of Tufts University

Past SingTel Chief Technical Officer, startup Chief Revenue Officer, and Verizon Vice President who orchestrates digital strategies to bridge opportunities between people, technologies and global markets. Build organizational cultures that empower teams of top talent to innovate, execute, and deliver high-impact results. Transform businesses to harness power of middleware platforms, AI, machine learning, devices, location, and automation in commercializing operations and elevating services into differentiated experiences and solutions. Fortify business fundamentals through strategic planning, user-centered design, cyber and network security, business continuity, and operational excellence.

BOARD & COMMITTEE EXPERIENCE

Board of Directors Member, EveryKey | 2019 – present

- Advise CEO on business strategy and decision-making approach. Serve as sounding board during COVID-19 pandemic.
- Made investor and enterprise introductions for CEO of this military-grade security Bluetooth device that replaces keys and passwords for physical and application access, authentication, and security.

Board of Advisors Member, IoSite | 2018 – present

- Provide strategic counsel on scope, product roadmap, and global scale for IoT and AI-based data analytics platform and wearable solution for construction worksite productivity and safety.
- Advised CEO and CTO on greenfield vertical vs. enterprise IT telecom, resulting in target market shift to construction industry and launch of numerous pilots in the United States and India for proof of concept.

Board of Advisors Member, Red Bird Health Tech | 2018 – present

- Coach CEO of organization that implemented consumer health and chronic disease testing in Ghana’s local pharmacies. Provide advice on data and network security, infrastructure cost management, and customer engagement. Solution now includes COVID testing.
- Introduced CEO to potential partners in Africa for networking, support, and potential funding opportunities.

Chair, Board of Directors, Asian American Federation | 2012 – present

- Named Board Chair in 2015 after significant organizational transformation, including replacing founding Executive Director and resignation of chair and several long-term board members.
- Revitalized board by recruiting 4 new members with passion to serve disadvantaged Asian immigrant communities and leading 2 rounds of strategic planning focused on federation’s core values, mission, and competencies.
- Developed new Executive Director who successfully increased funding and influence to improve direct services for Asian American immigrants through federation of 70 member agencies. Recognized on City & State Asian 100 list.
- Spearheaded funding diversification strategy to minimize federation’s reliance on a single major donor.

AREAS OF EXPERTISE

| LEADERSHIP | OPERATIONS | STRATEGY | TEAM LEADERSHIP |
|-----------------------------|-------------------------|--------------------------|-----------------------------|
| C-Suite Coaching & Advising | Commercialization | Partnerships & Alliances | Cross-Functional Leadership |
| Workforce Transformation | Innovation | Strategic Planning | Nonprofit Board Chair |
| Organizational Development | Funding Diversification | Business Development | Board Member Recruitment |

"Marjorie's collaborative approach to working across multiple disciplines, combined with her keen analytical skills, resulted in her leadership of many successful projects...Of the numerous Executives I've worked with throughout my career, Marjorie stood out as a focused, balanced and diverse leader that added value to the enterprise at large."
 President, Tom Vitale Design Inc. and Former Verizon VP of Enterprise Transformation

EXECUTIVE LEADERSHIP

The Experience Engine (TE2) | New York, NY | March 2015 – March 2017
\$3.5M in Funding – 57 Employees

Chief Revenue Officer (CRO) | Vice President – Global Business Development

Joined startup to lead business development initiatives, build channel partnerships, and establish client-facing processes for implementation of cloud-based data orchestration platform that enables enterprises to create hyper-local, personalized end-to-end customer experiences at large venues on large campuses.

Built robust pipeline and executed contracts with global brands in resorts, ski, hospital, and higher education.

- Prioritized go-to-market strategy and industry verticals.
- Piloted bespoke wearable solution at Mount Snow as proof of concept.
- Deployed solution at all SeaWorld parks, Arizona State University, and Grupo Vidanta resorts.

SingTel | Singapore | March 2013 – December 2013

US\$12B+ in Revenue – US\$2M+ in Net Income – 7 Subsidiaries, 66 Offices & 38 Satellites in 21 Countries – 23K Employees Worldwide

Chief Technology Officer (CTO) | Managing Director

Recruited by Korn Ferry to leverage innovation and executive leadership success at Verizon in driving industry-leading services and technology development, architecture, infrastructure and services planning, engineering, operations, and service management across wireline, wireless, and IPTV technologies. Led 1,000-employee organization through 6 VPs.

Devised network vision, strategy, and roadmap for SingTel companies across South East Asia and Australia (Optus) to elevate customer experience, increase retention rates, and grow market share.

- Led team which deployed 100% nationwide 4G and fiber for in-home services.
- Engaged independent 3rd party to conduct assessment for operational resilience.
- Led network restoration after Bukit Panjang cable vault fire to restore 23K fiber strands.
- Launched comprehensive network security audit, compliance, change management, and risk mitigation practices.

Verizon Wireless | New York, NY | March 1986 – January 2013

\$131B+ in Revenue – \$19B+ in Net Income – 150 Locations Globally – 135K Employees Worldwide

Vice President – Wireless Network Administration (January 2012 – January 2013)

Directed 150-member multi-functional team through 6 direct reports to execute network security, FAA and FCC regulatory compliance, engineering standards, sustainable energy solutions, network real estate, transport, and interconnection operations.

Established operational excellence by leading implementation of best practices to secure network and mitigate cyber attacks.

- Launched comprehensive network security audit, compliance, change management, and risk mitigation practices.

Vice President – Network Platform Product Development (January 2009 – December 2011)

Technical product owner for network platform comprised of messaging, voice, pre-paid, global roaming, usage control, and Wi-Fi platforms. Provided strategic direction and leadership to 300 employees through 8 direct reports.

Monetized next generation LTE and IMS networks by driving new product development for consumers and businesses.

- Led team to architect and build network services platforms for LTE data and smart phone launches.
- Launched IP messaging and usage control platforms.
- Guided definition and architecture of Rich Communications Service over LTE.

Vice President – Services Technology (April 2007 – December 2009)

Hand-picked by Executive Vice President of Verizon Communications to establish services technology team within CTO office to serve enterprise, consumer, and SMB markets. Presented to Board of Directors. Led team of 120 SMEs with 8 direct reports. **Built and led specialized team of engineers and user centered design experts to ideate and develop FiOS consumer and business products and services.**

- Introduced content delivery network and video content management system that cut cost of FiOS content delivery by 30%.
- Spearheaded user centered design and service innovation for FiOS broadband, video, and convergence products.

Vice President – Planning and Metrics Management (April 2004 – April 2007)

Directed all aspects of product deployment program management, Lean Six Sigma quality management, and Sarbanes Oxley regulatory compliance and reporting. Led 160-person organization through team of 7 direct reports.

Authored network strategic plan in early phase of Fiber to the Home, which included operational plans, metrics, and analysis.

- Team program managed all Verizon new product and platform deployments across all market segments.

Executive Director – Data Services Network Operations (January 2002 – January 2003)

Led strategic initiative to integrate external data affiliate into national data operations and customer service. Directed 1,000-employee organization with functional areas spanning network planning and engineering, capacity management, service deployment, provisioning, customer care, issue resolution, and Tier II technical support.

Positioned 2 centers to achieve 99.999% network availability and ISO certification in 6 months.

- Spearheaded effort to operationalize new platforms, Ethernet, and layer 2 data services, systems, and technologies.
- Guided team to improve service restoration time by 32% and reduced interruption intervals by 22%.
- Delivered cost-effective operations throughout integration with 83% decrease in overtime and 50% less contractors.

Additional Leadership Roles with Verizon Engineering (March 1986 – December 2001):

Notable Positions include Director – Advanced Services Product Development | Director – Access Customer Service Center and Process Management | Director – Carrier Account Team Center | Co-Founder - Asian Focus Group

“Marjorie is an inspirational leader who builds great organizations and culture. The teams I led under Marjorie were empowered to set audacious goals, push other departments for alignment and drive our LEAN Six Sigma initiatives, Baldrige Criteria for Performance Excellence Program, and other quality-centric methodologies, despite organizational inertia and resistance. She develops, grooms people, and then supports and trusts them to deliver results.” President, DeepDive Investments

EDUCATION

Master of Business Administration (MBA) | Boston University
Bachelor of Science in Electrical Engineering (BSEE) | Boston University

COMMUNITY SERVICE

Chairperson – Sleepy Hollow Planning Board (2019-present)
 Co-Founder – Project Cupcake, 501c3, sourcing and donating Personal Protection Equipment (2020)
 Committee Chair, Director, and Developer of Civics Program – League of Women Voters (2017-2019)
 Ambulance Driver – Sleepy Hollow Ambulance Corps (2015-2017)

OTHER AFFILIATIONS

Investment Group Member, Plum Alley Investments | 2018 – present
 Participate in opportunities to invest in innovative, female-founded start-up businesses.

LANGUAGES

Fluent in English and Mandarin Chinese | Conversant in French

COUNTY OF WESTCHESTER
OATH OF OFFICE

For Appointees to County Boards and Commissions

STATE OF NEW YORK)
) ss.:
COUNTY OF WESTCHESTER)

I, MARJORIE HSU do solemnly swear (or affirm) that I will support
(Print or Type Name)

the constitution of the United States, and the constitution of the State of New York, and that I will
faithfully discharge the duties of the office of ASIAN AMERICAN ADVISORY BOARD in and for the
County of Westchester, according to the best of my ability.

Date: 23 Nov 2020

[Signature]
(Signature) MHSU

Sworn to and subscribed before me this 2 day of December,
2020.
[Signature]
(Signature)
Carolyn Cannistraro
(Print or Type Name)
Benken
(Title of Official Administering Oath)

CAROLYN MARIE CANNISTRARO
Notary Public - State of New York
No. 01CA8177080
Qualified in Westchester County
My Commission Expires Nov. 5, 2023
[Signature]

Mail original Oath of Office to Office to Andrew Ferris, Office of the County Executive, 148 Martine Ave., Room 916D, White Plains, NY 10601 for filing within thirty (30) days of the commencement of the term of office or the notice of appointment.