



MURIEL BOWSER
MAYOR

February 22, 2023

The Honorable Phil Mendelson
Chairman
Council of the District of Columbia
John A. Wilson Building
1350 Pennsylvania Avenue, NW, Suite 504
Washington, DC 20004

Dear Chairman Mendelson:

In accordance with section 2 of the Confirmation Act of 1978, effective March 3, 1979 (D.C. Law 2-142; D.C. Official Code § 1-523.01), and pursuant to section 2 of the Commission on Fashion Arts and Events Establishment Act of 2008, effective April 15, 2008 (D.C. Law 17-148; D.C. Official Code § 3-651), I am pleased to nominate the following person:

Mr. Brandon Andrews
Lincoln Road, NE
Washington, DC 20002
(Ward 5)

for reappointment as a member of the Commission on Fashion Arts and Events, for a term to end April 15, 2027.


Enclosed you will find biographical information detailing the experience of the above-mentioned nominee, together with a proposed resolution to assist the Council during the confirmation process.

I would appreciate the Council's earliest consideration of this nomination for confirmation. Please do not hesitate to contact me, or Steven Walker, Director, Mayor's Office of Talent and Appointments should the Council require additional information.

Sincerely,

A handwritten signature in black ink that reads "Muriel Bowser".

Muriel Bowser


Chairman Phil Mendelson
at the request of the Mayor

A PROPOSED RESOLUTION

IN THE COUNCIL OF THE DISTRICT OF COLUMBIA

To confirm the reappointment of Mr. Brandon Andrews to the Commission on Fashion Arts and Events.

RESOLVED, BY THE COUNCIL OF THE DISTRICT OF COLUMBIA, That this resolution may be cited as the "Member of the Commission on Fashion Arts and Events Brandon Andrews Confirmation Resolution of 2023".

Sec. 2. The Council of the District of Columbia confirms the reappointment of:

Mr. Brandon Andrews
Lincoln Road, NE
Washington, DC 20002
(Ward 5)

as a member of the Commission on Fashion Arts and Events, in accordance with section 2 of the Commission on Fashion Arts and Events Establishment Act of 2008, effective April 15, 2008 (D.C. Law 17-148; D.C. Official Code § 3-651), for a term to end April 15, 2027.

Sec. 3. The Council of the District of Columbia shall transmit a copy of this resolution, upon its adoption, to the nominee and to the Office of the Mayor.

Sec. 4. This resolution shall take effect immediately.

Experience

Venture Partner, Republic – New York, NY (January 2019 – Present)

- Source, vet, and execute crowdinvesting deals with the Republic diligence team and investment committee.
- Coach startups considering raising capital from accredited and non-accredited investors.
- Provide expertise on product, marketing / comms, market research, and other areas to startups in the Republic ecosystem and guidance to non-accredited investors interested in the platform.

Co-Founder and Chief Product Officer, Gauge – Washington, D.C. (January 2018 – Present)

- Developed concept and business model as part of the founding team of Gauge; a mobile market research platform fundamentally changing the way successful companies make decisions.
- As Chief Product Officer, created product roadmap for mobile app, web app, and SaaS products, and actively manage development team that successfully launched products. Responsible for product development, communications, and sales/marketing strategy resulting in onboarding of 100s of influencers and Fortune 100 brands becoming clients, including Proctor & Gamble, Snapchat and NBCUniversal.

Senior Consultant, Values Partnerships – Washington, D.C. (February 2015 – Present)

- Work with producer Mark Burnett and Sony Pictures Television to plan, develop, and lead an annual nationwide casting tour bringing entrepreneurs of color to ABC's 'Shark Tank,' 'Steve Harvey's Funderdome,' and CNBC's 'Money Dispute.' Coordinate marketing event planning, and strategic partnerships engaging thousands of entrepreneurs each year.
- Evaluate companies, run venture capital investment models, and coach companies through the diligence process for Shark Tank.
- Engage Google and Google Fiber to develop and lead new program teaching tech skills in underserved communities. Collect data, create curriculum and marketing collateral, and manage team.
- Work with A+E Networks, iHeartMedia, and the United Way to develop the Shining A Light Concert for Progress on Race in America, Shining a Light Fund, and Conversations on Race in America documentary.
- Manage development and execution of the Shining a Light Fund including concept development, fundraising, partnerships, fund disbursement, communications, grant cycle management, and board management.
- Lead public engagement campaigns engaging millions of viewers for entertainment projects, including 'Concussion' (2015), 'Roots' (2016) 'Fences' (2016), 'Just Mercy' (2019), 'John Lewis: Good Trouble' (2020), and 'Tulsa Burning' (2021).

Senior Account Executive, MWW Group – Washington, D.C. (Aug 2014 – February 2016)

- Lead development of new analytics product helping clients evaluate ROI of 3rd party partnerships and corporate social responsibility (CSR) campaigns. Manage multimillion-dollar public policy engagement plan.
- Manage all aspects of PR for \$1.3B mixed use development, including media, crisis, events, and marketing.
- Write proposals, pitch, and develop communications plans for a range of clients in public affairs and tech.

CEO, The Inexorable, LLC – Washington, D.C. (June 2013 – Present)

- Lead casting for Bet on Black with REVOLT, sourcing Black entrepreneurs and talent for the show.
- Lead development of diversity and inclusion strategies for Consumer Technology Association / Consumer Electronics Show (CES) including creation of an Innovation for All Track at CES and development of a fund of funds for diverse fund managers, resulting in investments in firms such as MaC Venture Capital, Harlem Capital Partners, and SoGal Ventures.
- Serve as pitch coach for large pitch competitions helping startups develop and refine pitches to consumers and investors, including AnitaB Org's PitcHer and Dallas Cowboys Linebacker Jaylon Smith's Minority Entrepreneurship Institute (MEI) Showcase.
- Create and host the Innovation Forward HBCU Tour, bringing startup programming to HBCU campuses.
- Manage the #TechtoWealth Tour with DJ Young Guru. Designed to get 10K people of color coding, #TechtoWealth brought tech events to WeWork locations in the final six OTRII Tour cities + BET Hip Hop

- Awards with \$1M in coding scholarships available from Opportunity Hub and Flatiron School.
- Regularly engage with the Securities and Exchange Commission advocating for changes to the accredited investor definition and fundraising exemptions to make access to capital more equitable.
- Counsel startup and disruptive companies in fintech and highly regulated industries on navigating the federal system, and serve as formal advisor to fintech and other companies such as Shopsy.
- Invest in early-stage companies. Run financial models and share expertise. Serve as mentor and/or advisor for startup programs, including AWS, Target Accelerators, Techstars, and OHUB.

Interim Executive Director, INSIGHT America – Washington, D.C. (February 2013 – June 2013)

- Work with J.C. Watts to develop relationships with corporations, nonprofit partners, and community stakeholders focused on bringing more diversity to staff roles on Capitol Hill.
- Clearly define social impact startup mission. Develop budget, strategic plan, events, processes, and strategy.
- Articulate vision as spokesman. Write op-eds, statements, and press releases. Successfully pitch stories.

On-Air Personality and Speaker (September 2008 – Present)

- Provide expert analysis of legislative, political, tech, and community news on television and radio. Featured on TVOne, CCTV America, BBC, NPR, Fox News, and other outlets.
- Engage audiences around the world on innovation, startups, consumer behavior, and public policy.

Legislative Staff, Honorable James M. Inhofe: U.S. Senate – Washington, DC (July 2008 – August 2012)

- Designated staff for Senate Armed Services Committee markup of FY10-13 National Defense Authorization Act.
- Assist state congressional staff, state elected officials, chambers of commerce and other stakeholders with understanding and navigating the legislative and budget processes. Translating data for public consumption.
- Author amendments for the Senator that are signed into law; topics include prosthetics, supply routes, adaptive sports, cyber security, social media, CBRNE, foreign relations, unmanned systems, and PTSD/TBI.
- Assist technology based businesses, universities, startups, and defense/aerospace contractors with navigating the pre/post-earmark appropriations climate. Coordinate office appropriations process and work with quasi-governmental venture capital funds like In-Q-Tel and Red Planet Capital.
- Author briefs, hearing statements, and questions. Provide research based analysis of new issues. Advise on policy positions for defense, aerospace, space, cyber security, data security, technology, small business, and international policy.

Education

Bachelor of Arts: Government

- Oral Roberts University: Tulsa, Oklahoma 2008

Venture Deals

- Kauffman and Techstars 2020

VenCapital Fellowship

- VenCapital 2020

VC University

- University of California, Berkeley, School of Law 2021

Service

DC Commission on Fashion, Arts, and Events – Commissioner

- Appointed by the Mayor of Washington, D.C. to serve on Commission responsible for advising the Mayor, the D.C. City Council and the public on the views and needs of the fashion and beauty communities in D.C.
- Lead development of strategy to support creative entrepreneurs in the District of Columbia.
- Elected chairman of the external affairs committee responsible for marketing and resource development.

DC Commission on National and Community Service – Chairman

- Appointed by the Mayor of Washington, D.C. to serve on Commission that administers the AmeriCorps grant process, manages federal funds from the Corporation for National and Community Service (CNCS), coordinates volunteer service initiatives, and manages partnerships for the District of Columbia.
- Elected Chairman of the Commission, responsible for managing Commission meetings, managing committee meetings, and working with stakeholders and the community to execute Commission plans aligned with the Mayor's strategic vision.

Entrepreneurship Advisory Council – Target Accelerators

- Advise the Target Accelerators team on the best ways to support founders through access, education and scale. Co-developed the new Forward Founders Accelerator Program.
- Recommend how to deploy capital and other support commitments made in response to calls for social justice in BIPOC communities.
- Source, review, and recommend CPG and other companies to get on shelf at Target.

Steering Committee – International Game Developers Association Diverse Game Developers Fund

- Advise the IGDA Foundation and Grant for the Web on deployment of the Diverse Game Developers Fund. Leverage deep domestic and international relationships to source game developers and designers from underrepresented communities; including BIPOC, Central Asian, African, and others.
- Make recommendations to assist IGDA in its' mission to decentralize access to funding, increase awareness of monetization alternatives and educate communities on open standards.

OpenGov Foundation – Board of Advisors

- Advise on leveraging tech products and solutions to bridge the gap between citizens and government and build the tools that power lawmaking for a modern democracy.

International Engagement

U.S. Department of State

- Named a Global Innovation Fellow and delegate to the US-China Youth Forum on Entrepreneurship and Innovation in Shenzhen.
- Recruited to share expertise on startups, consumer behavior and public policy around the world, including:
 - GIST Pitch Competition Host – 2021
 - GoViral Festival in Almaty, Kazakhstan – 2017, 2018, and 2020
 - 2018 Keynote
 - Astana EXPO – 2017
 - Global Entrepreneurship Summit - 2019
 - GIST Pitch Competition Host
 - Entrepreneurship Accelerator in Ulaanbaatar, Mongolia 2019
 - TedX Ulaanbaatar



Executive Office of the Mayor - Office of Talent and Appointments
John A. Wilson Building | 1350 Pennsylvania Avenue, Suite 600 | Washington, DC 20004

Brandon Andrews



Brandon Andrews is the Gauge Co-Founder and Chief Product Officer, a Republic Venture Partner, and the Inexorable, Inc. Chief Executive Officer, and Value Partnerships Senior Consultant. He is also a current member of the Commission on Fashion Arts and Events.

Mr. Andrews is internationally recognized for his leadership in entrepreneurship, consumer behavior, public policy, startups, and innovation. Throughout his career, Mr. Andrews has executed nationwide casting tours to broadcast the contributions of entrepreneurs of color on major television networks including ABC's 'Shark Tank', 'Steve Harvey's Funderdome,' and CNBC's 'Money Dispute.' In addition, Mr. Andrews executed a tech program that upskills underserved communities and led public engagement campaigns for entertainment projects like 'Concussion,' 'Roots,' and several others. Mr. Andrews also developed a documentary, concert, and fund dedicated to advancing the conversation on race in America.

A Ward 6 resident, Mr. Andrews received a Bachelor of Arts in government from Oral Roberts University.



GOVERNMENT OF THE DISTRICT OF COLUMBIA
Executive Office of Mayor Muriel Bowser



Office of the General Counsel to the Mayor

To: Tommy Wells, Steve Walker
From: Betsy Cavendish
Date: February 11, 2023
Subject: Legal sufficiency review of Resolution nominating Brandon Andrews and Nichole Verdejo as members of the Commission on Fashion Arts and Events

This is to Certify that this office has reviewed the above-referenced resolutions and found them to be legally unobjectionable. If you have any questions in this regard, please do not hesitate to call Vanessa Careiro, Deputy General Counsel, Executive Office of the Mayor, at 202-724-1303, or me at 202-724-7681.

A handwritten signature in cursive script that reads 'Elizabeth A. Cavendish'.

Elizabeth Cavendish