

SAMANTHA DAWSON HAMMAR

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EXPERIENCE

Commonwealth of Massachusetts, Office of the Treasury: Boston, MA • July 2016 – present

Director of Digital Engagement

Under the direction of the CIO and embedded within the Treasurer's Office of Economic Empowerment, my role is to connect the financial education responsibilities of the Treasury directly to constituents via digital citizen engagement.

Additionally, I am tasked with the modernization of mass.gov/treasury, which includes user-experience transformation, transparency and open data, and digital constituent engagement initiatives.

Commonwealth of Massachusetts, MassIT: Boston, MA • August 2014 – July 2016

Director of Strategic Partnerships and Co-Founder of GovNext

Under the direction of the Commonwealth CIO, serves as catalyst for collaboration between Innovation and Technology in MassIT (formerly ITD) and external communities, including municipalities, technology associations, quasi-governmental organizations, and IT corporations. The MassIT Partnership Strategy is rooted in looking outside of government for expertise, talent, and partnership and finding relationships with high-value and long-term impact. Through external partnerships, MassIT can drive its mission for better digital government while supporting all the communities within the Commonwealth to do the same.

Leveraged experience with government innovation and entrepreneurship ecosystems to help transform IT at the state by crafting the vision and driving the creation of a Digital Services Division which includes GovNext (a rapid development team), Data Office, and DigitalMass (an in-house digital communications agency).

Created the OPEN RFI initiative for civic tech and govtech startups to meet with decision makers in the Commonwealth. Over 50 companies have come through the program to get market advice, feedback on product from government potential customers and users all while exposing government to tech innovation.

Led the Governor's Community Compact Cabinet Citizen Engagement Best Practice with over 25 municipalities. The Commonwealth's Office of Municipal and School Technology in partnership with GovNext are helping municipalities create a documented citizen engagement strategy for deployment of technology solutions, including a public communication strategy and a

professional development strategy to ensure that internal resources can effectively engage with users via technology.

Led the transition from the volunteer-based 6in6 rapid innovation initiative into the capially-funded GovNext project. Co-created the vision and mission, and managed the administration, budget, staffing, project intake, and agency relationships.

Highlights: GovNext Initiative Co-Founder, Community Compact Cabinet: Citizen Engagement Best Practice with 24 Municipalities; Open RFI for Civic Tech Innovation; Enabling three rounds of 6in6

Entrepreneurship Policy Advisors: Milwaukee, WI • May 2013 – December 2013 **Scale-Up Milwaukee Project Manager Consultant**

- In partnership with American Express, the City of Milwaukee, State of Wisconsin, and six area economic development organizations, assisted in the creation of programs to engage the local community around reframing the context of entrepreneurship.
- Created communications platform and strategies for promotion of initiative programs within the region and nationally; worked with the Mayor's Office on entrepreneurship policy messaging and project communications.
- Managed and supported 12 local Milwaukee staff from eight different economic development organizations and universities.

The Capital Network: Boston, MA • April 2012 – August 2014

Executive Director

- Responsible for all administrative, financial, fundraising, and legal functions, including managing a 12-member Board of Directors and a 20-member Advisory Board of investors and entrepreneurs for a non-profit providing extensive seed and series capital education including an engaged community of dozens of investors and more than 20 financial experts who helped upwards of 1,300 early-stage entrepreneurs in Boston annually.
- Doubled the annual number of attending entrepreneurs; Managed an annual budget of \$180,000, which increased by 20% during my tenure.
- Increased number of programs from 40 to more than 90 into 10 incubators. Built digital presentation exposure to over 26,000 views of 82 presentations.

City of Boston, Boston Redevelopment Authority: Boston, MA • November 2007 – April 2012 **Project Lead and Communications Specialist**

Boston's Innovation District

- I co-led the initiative from inception through policy development process, execution, and evaluation

- Assisted the Mayor's Office in authoring the vision, strategy, and economic development policy and created/led global communications plan for the Innovation District on the South Boston Waterfront
- Acted as a key City Liaison to existing area businesses, potential global businesses, state and university partners, and international delegations
- Created and executed global marketing communications

The Mayor's Office of New Urban Mechanics

- As their Designer & Marketer, I discovered new ways - of evolving city services & assisted in the marketing efforts & deployment of viable projects
- Produced the Citizens Connect (the City's mobile app) 2.0 Launch with over 400 engaged citizens and mobile tech entrepreneurs
- Managed Innovation District Welcome Home Challenge, a \$50,000 global business plan competition, hosted on a crowd-sourcing platform
- In collaboration with program/department management, constructed information architecture, blog content strategy, web design, and social media mix for fourteen city initiatives

Acting City-wide Communications Consultant

In collaboration with program/department management, constructed information architecture, blog content strategy, web design, and social media mix for fourteen targeted initiatives and programs.

Boston Redevelopment Authority, Planning & Economic Development Agency

- As the Communications Specialist in Economic Initiatives, I developed integrated plans, including brand management, website development, and social media integration.
- Crafted Immediate and Long-term Communications Plan for the agency
- Developed business development recruiting strategy for five key industries through targeted and specialized digital communications
- Some key projects include:

Small Business Upgrader

- Worked in collaboration with Boston's Mayor's office staff and San Francisco's small business development team to develop online resource for small businesses to enhance their web presence and social media marketing efforts
- Created the website design and informational architecture, linking external partners, social media

Young Workforce Financial Health Campaign

- Created comprehensive campaign to improve the financial stability of young, emerging workers (20-34 years old), including a strong online and integrated social media component

- Built relationships with national financial services, retail and media partners, including Mint.Com, Federal Bank in Boston, PerkStreet Financial, and NECN
- Planned large launch event and several neighborhood events to present financial stability education

Mayor's Food Policy Council

- Worked as a team member to identify economic development opportunities for overarching goal of increasing accessibility and affordability of healthy food options for vulnerable families within Boston
- Developed baseline research for mapping existing businesses and vulnerable geographies

American Cancer Society: Weston, MA • December 2006 - November 2007

Regional Program Manager, Income and Community Development

- Responsible for implementing development efforts and assisting in reaching and recruited event volunteers
- Managed three events, which raised over \$400,000 with over 1,000 participants

Boston Community Leadership Academy (BPS): Boston, MA • January 2003 – September 2006

Teacher: Journalism and Community Leadership

- Created graduating senior capstone class curriculum geared towards project management, community service, and social advocacy
- Developed a tech-integrated classroom where students could create and execute projects that better their school, communities, and developing countries
- Created, sought funding, and implemented three annual community service projects connecting over 200 students with 20 volunteer sites for two days

Merchandise Mart Properties, Chicago, IL • March 1999 - June 2000

Marketing Coordinator

- Produced and marketed quarterly national trade shows for giftware and home furnishing industries, involving over 600 exhibitors and 30,000 attendees
- Established public relations direction, marketing communication guidelines, advertising creative, and web site strategic design
- Assisted in the acquisition of competing trade shows, including contract agreements, acquisition details for affected clients, and integrated marketing strategies

EDUCATION

Emerson College, Boston 2000 - 2001

Master of Arts; Global Marketing Communications GPA 3.8/4

University of Florida, Gainesville 1995 - 1998

Bachelor of Arts with Honors; Political Science GPA 3.87/4

Richmond College, London Fall 1997

Study Abroad

Independent Research Studies

Arts in Education and Local Politics: Chicago Public School System

Women in Politics: Study of 1996 Republican National Convention

PRESENTATIONS

May 2016, Northeastern University Graduate Marketing Class

Building a Place and a Community with Digital Communications,

April 2016

Women (who don't code) in Tech Panel

September 2015, Oakland, CA

Code for America Summit 2015: How to Partner with the Outside to Do Better Government

2010-2012, Boston University

IBM Smarter Cities Case Study Presentation & Tour (x9)

June 2011, Common Boston

Defining the Spirit of Boston's Innovation District

2010, Emerson MAs

New Media in Gov't/Design Thinking: Guest Lecturer (x2)

November 2010, Harvard JFK

Foreign Investment Communications: Panelist

October 2010, MITX

Brand Transformation: Panelist

October 2010, MassTLC Unconference

Innovation District Communications: Presenter

CIVIC ACTIVITIES

Commissioner

Melrose Commission on Women, City of Melrose

The purpose of the Melrose Commission on Women is to understand and promote constructive action in areas of specific interest and concern to women and girls in Melrose.