

RESUME SYNOPSIS

Art Chang

Innovation Leader

I build and lead organizations that solve important problems in government and industry.

Qualities:

- Deep integrity based on doing what's right
- Out-of-the-box thinker with endless curiosity
- Evangelist for the necessary and implausible
- Breaker of barriers that prevent collaboration
- Translator among experts and non-experts
- Visionary and hands-on doer
- Strategic and systems thinker
- Creator of trusted relationships
- Very high emotional intelligence
- Strong design orientation

Expertise

- Interdisciplinary: politics, government, technology, financial services, government, legal, entertainment, healthcare, consumer
- Technology fluency: agile/XP, lean, DevOps, open source, cloud, SaaS, PaaS, big data, AI, IoT, mobile, vertical search
- Startup incubation
- Regulatory/legal literacy: corporate, banking, securities/broker-dealer, insurance, healthcare, licensing/IP
- Digital transformation
- Projects and programs
- Strategy and communications
- Teaching, mentorship, team-building

"Multi-track" Career

- 30+ years in technology
- 30+ years founding and leading startups
- 30+ years working with government
- 25 years as Board Member

Career Highlights

- Candidate for Mayor of NYC 2020-21
- JPMorgan Chase 2018-20
Managing Director recruited to lead successful greenfield knowledge finder software platform for JPMC's global legal department.
- Pivotal Software (acquired by VMware) 2007-12, 2016-17
Tipping Point served as Pivotal's New York partner until the EMC acquisition. After the EMC spin-out, I joined Pivotal to lead digital transformation consulting in financial services.
- Tipping Point Partners 2005-2018
Founder & CEO of tech incubator focused on enterprise SaaS startups. Exits include IGA Worldwide (RapidFire), Mobile Commons (Upland Software), Cookstr (Macmillan), and Playspan (Mastercard). Our portfolio includes RapidRatings (fintech), Qwire (media) and Everplans (fintech).
- NYC Campaign Finance Board 2009-2018
Board Member and VAAC Chair (2011-16) appointed by Mayors Bloomberg and DeBlasio
- NYC Votes 2012-13
Tipping Point partnered with the NYC Campaign Finance Board and Pivotal to build a web-based platform for candidates and voters
- Casebook 2007-2014
Tipping Point partnered with the Annie E. Casey Foundation and Pivotal to bring Casebook's case management system for government child welfare from concept to full production in the State of Indiana
- Greenberg Traurig 2001-2005
COO of captive tech incubator of the largest U.S. law firm
- VentureDowntown 1997-2002
Part of core team that catalyzed New York's tech VC community with an annual investor conference
- Queens West 1993-96
As Director of Project Management, led development of first planned digital live-work community in U.S.

Education/Other

- Yale '85; NYU MBA '97, Finance
- FINRA Licenses (expired): 7, 63, 24, 28
- NYS Insurance Consulting License (expired)
- Photographer, tennis player
- Lives with family in Brooklyn and Shelter Island

WORK HISTORY

Candidate for Mayor of New York City

2020-present

I ran because New York City needs to work for everyone; our problems are solvable. Everyone belongs in my New York City; our differences should be celebrated.

JPMorgan Chase & Company

2018 – 20, Managing Director – Legal Knowledge Management

I led a program to create a new knowledge management system for the global legal department. Today, JPMC lawyers around the world can find within seconds specialized legal information wherever it exists, whether in a person or in key documents.

Pivotal Software (acquired by VMWare)

2016 - 17, Director – Financial Services

2007 - 12, Business Partner

I formed a partnership with Pivotal Labs from 2007 until its acquisition by EMC in 2012. Together, we built Cookstr, Casebook, and NYC Votes. Our relationship catalyzed Pivotal's New York City office, its first office expansion outside of its San Francisco base, and changed how I conceived, built and launched software.

I joined Pivotal as an employee in 2016 after its spin-out from EMC to help its largest financial services customers accelerate internal innovation using Pivotal's platform and agile/XP methodology:

Tipping Point Partners, Founder & CEO

2005-present

Tipping Point Partners has been an incubator and advisor to startups whose product and business strategies were based on partnering with innovation-hungry enterprises. I had the privilege of working with dozens of entrepreneurs to conceive, build and launch SaaS platforms and often served as Founder, Co-founder, and/or CEO. Tipping Point Partner exits include Case Commons (spin out), IGA Worldwide (RapidFire), Mobile Commons (Upland Software), Cookstr (Macmillan), Playspan (Mastercard) and Everplans (National Guardian Life Insurance).

I was Founder, Co-Founder and/or CEO to Haystack Media (early music social networking), Cookstr, Orchard (enterprise iOS mobile) and Qwire (media). I co-created Case Commons (government case management) and NYC Votes (voting and campaign finance).

Our remaining portfolio includes RapidRatings (fintech) and Qwire. We stopped taking on new companies in 2014. We continue to serve on the Advisory Boards of tech startups: Flare (healthcare, Africa), Medaptive (healthcare).

To assist startups with capital formation, I formed a limited purpose broker-dealer, Tipping Point Capital, where I served as the firm's Principal, FinOp and Compliance Officer. We operated a 20,000 square foot co-working space for serial entrepreneurs, including those in our portfolio.

Greenberg Traurig, Chief Operating Officer – GT Advisory
2001-2005

GT Advisory was the internal tech incubator for the largest U.S. law firm, Greenberg Traurig, formed to identify and develop technology and other intellectual property created by the law firm into sustainable startups that could enhance the law firm's reputation, mitigate risk, and augment profits.

New York City Investment Fund, Venture Capital Consultant
2000-2001

NYCIF is an evergreen venture capital fund capitalized by the Board of the New York City Partnership to participate in the growth of the New York City technology sector. I served as NYCIF's representative for three portfolio companies, Datasynapse (fintech), CapitalThinking (fintech), and the Telemedia Accelerator (media), and worked on NYCIF's investment strategy for New York City's biotech sector.

hooloo.com, Co-founder and Vice President for Operations
1999-2000

hooloo.com launched in 1999 and quickly became the largest online store for Chinese-speaking consumers in North America. I joined as co-founder to accelerate the transition of the company from concept to operations. hooloo.com was acquired by Taiwan-based United Media Group in August, 2000.

Josephthal & Co., Investment Banking Associate
1997-1998

The investment banking group at Josephthal specialized in middle-market transactions, notably the first zero-revenue IPO (Intervu) and is now owned by Oppenheimer. I worked on number of tech- and real estate private placements and fairness opinions, including the divestiture of \$1.2BB in independent power producing agreements from Niagara Mohawk.

Empire State Development, Director of Project Management – Queens West
1993-1996

Empire State Development is a quasi-public entity of the State of New York formed to undertake major real estate and finance projects. Queens West is a large mixed use planned community on the East River Waterfront in Queens, similar in concept to Battery Park City, developed in partnership with New York City's Economic Development Corporation and the Port Authority of New York & New Jersey. the nation's first publicly planned community with Universal Broadband and the state's first public project with energy and environmental guidelines. We rebuilt eight city blocks from sewers to streets, 2.5 acres of new public parks. I was the first project manager, overseeing the design and construction process from permitting to Phase 1 completions, including dozens of local, state and Federal approvals. This catalyzed over \$1 billion in public and private investment.

New York City Law Department, Manager – Cost Recovery Litigation
1990-93

The NYC Law Department is the legal counsel for the City of New York. I worked in the Affirmative Litigation Group, on the City's litigation against asbestos manufacturers for the costs of removing and replacing this building material. I was originally hired for my construction experience, but the major blocker was the legacy terminal-miniframe system which impeded data analysis. I personally created a

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mini-LAN and the agency's first relational database, which reduced data production from weeks to minutes and automated basic analytics.

Architecture, Design and Construction

1981-90

Pei Cobb Freed & Partners, Project Manager and Designer
Archetype Studio (Design-build firm)
Swedish Wooden House (manufactured housing)
Yale Peabody Museum of Natural History, Design Assistant to Chief Exhibit Designer

Restaurants

1982 – 1985

I have worked nearly every job in restaurants, front to back of house

EDUCATION

NYU Stern School of Business

MBA, Finance, Competitive Strategy
1994 - 1997

Attended school part-time at night; finished full-time.

Yale University, BA, Women's Studies, Art History concentration

1981 - 1985

National Merit Scholar, Directed Studies Scholar. Worked two jobs and attended school full-time.

BOARD & CIVIC EXPERIENCE

New York City Campaign Finance Board, Board Member

2009 – 2018

First Asian on the Board and Co-Creator of NYC Votes

Regional Plan Association's Fourth Regional Plan, Digital Advisory Group, Working Group on Governance

2014 – 2018

New York City Voter Assistance Advisory Committee, Chair

2011 – 2016

First Chair

City University of New York, Technology Apprenticeship Program, Co-founder

2012 – 2014

This evolved into the CUNY Tech Meetup

NYU Wagner School, Catherine B. Reynolds Foundation Program in Social Entrepreneurship, Expert Advisor

2007 - 2011

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Brooklyn Public Library, Board Member

2004 – 2007

I worked to transform the library into the starting point for digital literacy in Brooklyn

VentureDowntown, founding team member

1997 – 2002

First conference for NYC's early tech startup industry; catalyzed the industry formation

Safe Horizon, Board Member

1995 – 2003

Hands-on Board Member who helped transform the organization's business practices and technology