



# City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> <i>Denise Moriguchi</i>		
<b>Board/Commission Name:</b> <i>Washington State Convention Center – Public Facilities District</i>		<b>Position Title:</b> <i>Member</i>
<input checked="" type="checkbox"/> <b>Appointment</b> OR <input type="checkbox"/> <b>Reappointment</b>		<b>Council Confirmation required?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Appointing Authority:</b> <input type="checkbox"/> Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	<b>Date Appointed:</b> <i>12/5/2016</i>	<b>Term of Position: *</b> <i>7/29/2016</i> to <i>7/30/2020</i>
<b>Residential Neighborhood:</b>	<b>Zip Code:</b>	<b>Contact Phone No.:</b> [REDACTED]
<b>Background:</b> <i>Denise Moriguchi is the President &amp; CEO-elect of Uwajimaya, where she has been working to update brand strategy and vision to align with changing customer base and shopping behaviors. She went to the MIT Sloan School of Management for her MBA, worked for Dove Consulting, then Bayer HealthCare, before returning to Seattle to work at her family's business—first as Uwajimaya's marketing director, then Vice President &amp; CFO, and now President &amp; CEO-elect.</i>  <i>Denise has served on the MOHAI Edible City Advisory Committee, and as a board member &amp; capital campaign member of the Denise Louie Education Center. In 2015, she was named Puget Sound Business Journal's "Woman of Influence."</i>		
<b>Authorizing Signature (original signature):</b> 		<b>Appointing Signatory:</b> <i>Edward B. Murray</i> Mayor of Seattle

FILED  
 CITY OF SEATTLE  
 2017 JAN 24 AM 10:27  
 CITY CLERK

\*Term begin and end date is fixed and tied to the position and not appointment date.

# DENISE MORIGUCHI

## PROFILE

A community-minded Seattle native with an international, diverse and fresh perspective. Denise represents the third generation of leadership at Uwajimaya, understanding the importance of respecting tradition, history and values while bringing new ways of thinking and technologies to stay relevant and drive growth.

## EXPERIENCE

### UWAJIMAYA INC. Seattle, WA

President / CEO-Elect, March 2016 – Present

- Lead company's retail business – overseeing four stores (Seattle, Bellevue, Renton, Beaverton OR), HR, finance, IT, marketing, maintenance and central services
- Updating brand strategy and vision to align with changing customer base and shopping behaviors
- Lead opening of Kai Market by Uwajimaya – a new small store concept – to open in South Lake Union March 2017

Vice President & CFO, 2015-2016

- Oversee the financial activity and reporting of retail, wholesale and real estate subsidiaries of the company
- Manage the capital request and budgeting processes

Director of Marketing, 2013-2015

- Lead marketing department – updated website and social media strategies, re-aligned media buys with target customer segments

### BAYER HEALTHCARE Toronto, Ontario Canada

Brand Manager, 2009-2012

- Led development of annual marketing plans and aligned cross-functional teams to achieve three consecutive years of growth
- Develop social media and promotional campaigns
- Drove innovation pipeline and launch of new products

### BAYER HEALTHCARE Morristown, NJ

Assistant Brand Manager, 2007-2009

- Assisted in the development and execution of annual marketing plans
- Managed and communicated day-to-day business performance

## EDUCATION

MBA  
MIT SLOAN SCHOOL OF  
MANAGEMENT  
2005-2007, Cambridge, MA

BA  
BOWDOIN COLLEGE  
1994-1998, Brunswick, ME  
Phi Beta Kappa, summa cum  
laude

## PROFESSIONAL SKILLS

- Strategic Thinking and Analysis
- Vision & Mission Planning
- Brand Strategy & Marketing
- Policy & Procedure Development
- Budget/Sales Forecasting
- Creating Strong Teams & Driving Collaboration

## COMMUNITY & OTHER

- MOHAI Edible City Advisory Committee
- Denise Louie Education Center – Capital Campaign Member, Past Board Member
- 2015 Puget Sound Business Journal Woman of Influence
- Avid traveler – visited 30 countries

**Washington State Convention Center – Public Facilities District**  
January 2017

9 members: Per RCW 36.100.020, 4-year terms, King County Ordinance 16883

- 3 appointed by the Governor
- 3 appointed by the County Executive, confirmed by the County Council
- 3 appointed by the Mayor, confirmed by City Council
  - 1 mayoral appointment must represent organized labor, except that this requirement does not apply to the initial board.

D	G	Name	Appointed to WSCC	Appointed to PFD	PFD Term Ends	PFD Term #	Position	Appointed By
2	F	Deryl Brown-Archie <i>Vice Chair</i>	2000	7/30/10	7/30/18	2nd	Law: Health, Insurance	County
6	M	Frank K. Finneran <i>Chair</i>	1988	7/30/10	7/30/18	2nd	Hospitality	County
6	M	Terry J. McLaughlin	2004	3/25/13	7/30/16	2nd	Sports, Events, Tourism	County
3	F	Susana Gonzalez-Murillo	2003	9/06/12	7/30/20	3rd	Banking	Governor
6	M	Jerome L. Hillis	2003	7/30/10	7/30/18	2nd	Law: Real Estate	Governor
6	M	Craig Schafer	N/A	10/01/13	7/30/20	2nd	Hospitality	Governor
6	F	Nicole Grant: remainder of unexpired term.	N/A	1/12/16	7/30/18	1st	Organized Labor	Mayor
2	M	Robert J. Flowers	1988	7/30/10	7/30/18	2nd	Banking	Mayor
1	F	Denise Moriguchi	N/A	7/29/16	7/30/20	1st	Business	Mayor

**Diversity**

	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic or Latino	(4) Native-American	(5) Other	(6) Caucasian
County Executive	2	1		1		1				2
Governor	2	1		1			1			2
Mayor	2	1		2	1	1				1
<b>TOTAL</b>	<b>6</b>	<b>3</b>	<b>0</b>	<b>4</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>5</b>