




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Kristal Fiser</i>		
Board/Commission Name: <i>Seattle Freight Advisory Board</i>		Position Title: <i>Member</i>
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment		City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input checked="" type="checkbox"/> City Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>		Term of Position: * 6/1/2022 to 5/31/2024 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: <i>West Seattle</i>	Zip Code: <i>98136</i>	Contact Phone No.: [REDACTED]
Background: <i>Kristal Fiser has worked with UPS in multiple roles from implementing technological solutions to sales and government affairs. She has a keen interest in the changes that COVID has wrought on peoples' access to goods and services, especially in urban areas such as Seattle. Kristal has represented UPS in the University of Washington's Urban Freight Lab which helped us better understand e-cargo bike delivery of goods, and her company's acquisition and use of electric vehicles will provide valuable perspective as Seattle and the nation move towards a green transportation system.</i>		
Authorizing Signature (original signature):  Date Signed (appointed): August 24 th , 2022		Appointing Signatory: <i>Alex Pedersen</i> <i>Councilmember</i>

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



Kristal Fiser

Profile

- As a proven professional at United Parcel Service for over 25 years I have established the reputation as an individual who is a thought leader, can prioritize requests, make informed decisions, uses an influential communication style and stays composed under conditions of extreme pressure.

Key Attributes

- Incredible Planning and Organizational Skills – Including Strategic Planning
- Persuasive Leadership Skills
- Superior Networking and Interpersonal Skills
- Exceptional Written and Oral Communication Skills
- Tremendous Motivational Skills
- Remarkable Strategic Thinking Skills – Considers Business Issues from Multiple Perspectives
- Relentlessly Strives for Self-Development

Affiliations

- Current Board Memberships
 - Alaska Trucking Association
 - Idaho Trucking Association
 - Montana Trucking Association
 - Oregon Trucking Association
 - Washington Trucking Association
 - Washington Council on International Trade
 - Wyoming Trucking Association

Education

Bachelor of Arts in Social Sciences – Washington State University ▪ 1992
Master of Public Administration – Seattle University ▪ 1998

UPS Professional Experience

Director State Government Affairs – 2014-present

Responsibilities:

- Responsible for UPS's legislative and advocacy initiatives across Washington, Alaska, Idaho, Montana, Oregon, and Wyoming for public policy matters covered at local, state and federal levels
- Responsible for Cross-Functional Communication and Coordination with internal and external entities regarding UPS's public policy strategy
- Responsible for the Field Coordination of UPS management employees who support UPS's grassroots relationships with federal members of Congress

Sales Operations Manager – 2010-2014

Responsibilities:

- Responsible for leading, providing direction and support for 113 Business Development personnel, which includes; 1 Managing Director of Business Development, 2 Director of Sales, 13 Sales Managers and 83 Sales Resources
- Responsible for the support of a business plan of \$2.1 billion in annualized revenues
- Responsible for Analytics and Forecasting, Process and Procedure and all Sales Performance Reporting and monitors execution in accordance with Corporate guidelines
- Responsible for Field Coordination to ensure timely and consistent deployment of all Communications and Sales Related Programs
- Responsible for Cross-Functional Communication and Coordination with District Staff, Marketing, Finance, Operations, UPS Freight, UPS Capital, Solutions and Forwarding and Distribution
- Responsible for Sales Compensation and accurate disbursement to all Middle Market Sales Resources
- Responsible for the coordination of all District Customer Entertainment events and expenditures
- Serves as the Hiring Manager for Business Development and staffing 83 customer facing sales resources

Area Sales Manager – 2006-2010

Responsibilities:

- Managed a team of 7 sales professionals, 2 Senior Account Executives and 6 Key Account Executives responsible for \$34 million in annualized sales
- Responsible for working with the team in developing strategies and deployment models for customers in an effort to grow revenue streams for UPS
- Responsible for educating, developing and training sales resources on selling the entire UPS portfolio of services
- Sales Professionals who reported to me were responsible for all of the largest accounts in Central to Eastern Washington and Northern Idaho

Senior Account Executive/Key Account Executive – 2001-2006

Responsibilities:

- Responsible for achieving assigned sales plan by generating profitable UPS revenue growth through the development of new business and the retention of existing within assigned account base worth \$10 million in annualized sales
- Responsible for analyzing a customer's supply chain needs to create appropriate solutions and promptly respond to customer's requests
- Successfully built partnerships with key stakeholders at all levels of a customer's organization to cultivate relationships and generate revenue opportunities across the entire UPS portfolio

Professional Services Manager – 2000-2001

Responsibilities:

- Managed a team of 7 Professional Services Consultants, supporting both paid and non-paid engagements, who were responsible for the evaluation of a customer's supply chain and recommending the optimal solution to contribute to a customer's bottom line
- Crafted customized processes to enhance efficiencies and optimize resources to enhance a customer's working capital
- Responsible for UPS Internal Business Processes of implementing solutions to ensure customer's provided daily upload of electronic manifests as well as the use of Smart Label technology

Professional Services Supervisor – 1995-2000

Responsibilities:

- Served as a consultant to customer facing Sales Resources in positioning the value of the UPS Technology Solutions
- Administered the OnLine Computer System budgeting and appropriation process for District Customer Accounts while coordinating with District Management, Business Development, Technology Support Group and Finance
- Coordinated with the District Sales Training Manager to provide Sales Resources with training in OnLine capabilities and procedures
- Directed the installation, replacing and testing of UPS OnLine Computer systems

Letter Center Intern – 1993-1995

Responsibilities:

- Developed Marketing Strategy for the deployment of UPS Drop Boxes in the Greater Seattle Area
- Executed Sales in driving the initial growth of UPS's small business retail channel
- Responsible for the demonstration, installation and support of UPS's first automated shipping management systems

Seattle Freight Advisory Board

12 Members: Pursuant to Resolution 31243, 11 members subject to City Council confirmation, 2-year terms:

- 6 Mayor- appointed
- 5 City Council- appointed
- 1 Other Appointing Authority: Port of Seattle

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	F	1	1.	Member	Kristal Fiser	6/1/2022	5/31/2024	1	City Council
		2	2.	Member	Dan McKisson	6/1/2022	5/31/2024	1	City Council
6	F	3	3.	Member	Rachael Ludwick	6/1/2021	5/31/2023	1	Mayor
6	M	-	4.	Member	Ron Viola	6/1/2022	5/31/2024	1	Mayor
6	M	-	5.	Member	Howard Victor Agnew	6/1/2022	5/31/2024	1	Mayor
6	M	-	6.	Member	Nigel Barron	6/1/2022	5/31/2024	1	Mayor
		-	7.	Member	Eric Wright	6/1/2021	5/31/2023	1	City Council
6	M	-	8.	Member	Al Muehlenbruch	6/1/2021	5/31/2023	1	City Council
		-	9.	Member	Daniel J. Kelly	6/1/2021	5/31/2023	1	Mayor
			10.	Member	Vacant	6/1/2021	5/31/2023		City Council
6	M	6	11.	Member	Stanley W. Ryter	6/1/2022	5/31/2024	1	Mayor
6	F		12.	Member	Geri Poor	N/A	N/A	N/A	Port of Seattle

SELF-IDENTIFIED DIVERSITY CHART

					(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	Male	Female	Transgender	NB/ O/ U	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	4	1								5			
Council	1	1								2			
Other		1								1			
Total	5	3								8			

Key:

- *D List the corresponding *Diversity Chart* number (1 through 9)
 - **G List *gender*, M= Male, F= Female, T= Transgender, NB= Non-Binary, O= Other, U= Unknown
 - RD Residential Council District number 1 through 7 or N/A
- Diversity information is self-identified and is voluntary.*