




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Lara Mae D. Chollette</i>		
Board/Commission Name: <i>Seattle Center Advisory Commission</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 type="checkbox"/> City Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other:		Term of Position: * 9/29/2021 to 9/28/2024 <input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: <i>Rainier Beach</i>	Zip Code: 98178	Contact Phone No.: [REDACTED]
<p>Background: <i>Lifelong resident of Seattle, Lara Mae grew up in Capitol Hill attending neighborhood schools - Stevens Elementary, Meany Middle School and Holy Names Academy. Chollette was active in the community as a scholar-athlete, a volunteer and a team leader with the Filipino Youth Activities Drill Team. She attended Louisiana State University in Baton Rouge, LA for her undergraduate degree and received her MBA from Seattle University.</i></p> <p><i>Chollette's career has been filled with amazing opportunities with notable organizations such as Seafair and the NBA's Development League. During her tenure with the NBA, she was on the team that launched its minor league - the NBA Development League now known as the G-League - and served as the Director of Sales & Marketing before being named the Team President and GM of the NBA D-League's Bakersfield Jam. With Seafair, Chollette served as the Director of Sponsorship & Promotions securing title sponsorship multi-year deals to fund Seattle's beloved summertime festival.</i></p> <p><i>In addition to Seafair and the NBA, Chollette has served in senior HR leadership positions with Blue Tiger Coffee, Blue C Sushi and Ellenos. Currently, Chollette is the Head of People and Culture on the executive team with Atomo Coffee, a Seattle-based start-up. Atomo Coffee uses upcycled date seeds and a blend of other ingredients (such as grape, chicory, and tea derived caffeine) to make a great tasting alternative to traditional coffee.</i></p> <p><i>As a proud resident of Seattle's Skyway / Rainier Beach Community, Chollette enjoys her free time volunteering in her children's schools (public schools), practicing and teaching yoga, globetrotting, going to the gym and hiking. In her efforts to stay connected to the community, she volunteers for various causes and organizations that serve student-athletes and underserved socio-economic communities.</i></p>		
Authorizing Signature (original signature): 		Appointing Signatory: <i>Bruce Harrell</i> Mayor
Date Signed (appointed): 4/11/2023		

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

CAREER PROFILE <https://www.linkedin.com/in/laramaedinachollette/>

Building Great Teams | Connecting Brands with Consumers | Creating Experiences

Performance-driven and entrepreneurial triple threat senior servant leader with 10+ years of effectively influencing and inspiring internal and external stakeholders to work towards meeting business objectives. Possess a resilient work ethic and consistent commitment to both personal and professional integrity. Courageous leader with the ability to make tough decisions and deliver difficult messages with kindness while being able to connect and develop credible relationships with others at any level.

HIGHLIGHTS OF QUALIFICATIONS

- 10+ years of direct and indirect people operations leadership experience across various industries
- 10+ years of organizational management with the ability to align strategic business objectives
- Solid experience in the ability to scale teams and cultivate culture within growing companies
- Proven ability to build effective partnerships and coach senior leaders, managers, and employees
- Strong relationship and consensus-building skills necessary to manage projects in a complex matrixed environment
- Robust professional network including established relationships key community organizations and leaders
- Possesses emotional intelligence with the ability to celebrate and empathize with employees by fostering inclusive workplaces for talented diverse workforces

PROFESSIONAL EXPERIENCE

HR Leader, Ellenos, Federal Way, WA 2019 – Present

- Provides vision, leadership and direction for all people operations functions and programs including, but not limited to, compliance, labor and employee relations, compensation, benefits administration, training and development, talent acquisition, organizational development, HR information systems, DEI and talent/performance management
- Serves and contributes as a senior leadership partner alongside executive team members, while reporting directly to the CEO, to strategically implement a long-term organizational strategy by aligning department objectives
- Develop policies to uphold legal standards while upholding our company Core Values, Mission and Vision statement to nurture our people and culture
- Drive the development of leadership capabilities and strengthen the leadership pipeline through succession planning, organization/role design and high-impact leadership development experiences.

Director of Marketing, The Outlet Collection | Seattle, Auburn, WA 2018 – 2019

- Customer-centric and community-oriented senior leader overseeing all marketing efforts including brand management, advertising, promotions, event, media relations and community relations
- Collaborated with key corporate cross-functional partners (Marketing, Property Management, Operations Sponsorship, Specialty Leasing and Leasing) to deliver property's business objectives

Director of People, Culture & Communications, Blue C Sushi, Seattle, WA 2017 - 2018

- Served on senior leadership team overseeing human resources, workplace culture, marketing and communications
- Managed internal and external marketing and communications activities including brand management, community relations, and social media marketing while managing agency, contractor and vendor relationships
- Coached and counseled restaurant managers on maintaining positive employee relations and serve as primary point of contact for managers on determining resolution for a wide range of people-related issues.

Global Director, People & Communications, Blue Tiger Coffee, Seattle, WA 2015 – 2017

- Led and executed all global human resources efforts including recruiting, on-boarding, benefits administration, performance management, leadership and professional development, staffing, compensation and benefits, employee engagement, organizational design, career development and talent management
- Ensured compliance with employment laws across 4 countries and 8 U.S. states
- Planned and executed of company-wide activities and events

Director, Sponsorship and Promotions, Seafair Festival & Foundation, Seattle, WA 2008 – 2012

- Well-regarded and trusted by clients to expertly provide integrated marketing ideas for sponsorship and brand activation that aligned with engagement and growth objectives skillfully reaching its target consumers
- Extremely effective communicator and sensitive to needs of over 60 client accounts including major brands
- Surpassed yearly attainment of \$1.8 million goal with a 44% increase in new business revenue and 90% client retention through sponsorship, corporate hospitality, and exhibitor sales as sole revenue generator
- Managed Seafair Sanctioned Events Program which included 30 Greater Seattle community events and festivals

NBA (National Basketball Association), NBA Development League (NBA D-League) 2002 - 2007

Bakersfield Jam Team President / General Manager, Bakersfield, CA

- Held chief leadership and management accountability for \$1.2M budget which included all team business and basketball operations
- Negotiated all business partnerships including media, arena lease, community and sponsorship agreements
- Served as top spokesperson for the organization in all public speaking engagements and media appearances

League Office - Director, Sales and Marketing / Community Relations, Greenville, SC

- Implemented league-wide community relations programs such as NBA Read to Achieve and NBA Cares
- Developed local community relations programs customized to each market in collaboration with team staff
- Managed league-wide sponsorship marketing campaigns for Gatorade, Sprite, Delta Air Lines, Adidas and Spalding
- Trained and develop over 80 front office staff members from 14 teams in the areas of sponsorship sales and activation, ticket sales, marketing, community relations and game presentation
- Project Manager for the following major league brand marketing initiatives:
 - New expansion team brand identity development (colors, logo/s, mascot) and integrated go-to-market launch strategy including website development, merchandise selection for in-arena retail and e-commerce, promotional premium items, opening night advertising and media campaigns
 - Change of league brand identity from NBDL to NBA Development League
 - New product testing for basketball operations – Spalding basketballs, Adidas uniforms and apparel
 - Key contributor to the development of consumer promotions – Gatorade Call-Ups and Sprite All-Star Sweepstakes
- P&L owner and executive producer of the following major league marketing events:
 - D-League at NBA All-Star Weekend § NBA preseason games in D-League markets
 - D-League Playoffs and Championship § D-League Team Owners Meetings
 - D-League Team Opening Nights § Boot Camp – team staff training workshops

EDUCATION

Master in Business Administration, Seattle University, Seattle, WA, 2015

Executive Leadership Certificate, Seattle University, Seattle, WA

Bachelor of Science, Business Administration / Marketing, Louisiana State University (LSU), Baton Rouge, LA

OTHER

Owner / Principal / Independent Marketing Consultant, The Chollette Collective, Seattle, WA 2012 – Present

Chair/Board Member, Filipino American Political Action Group of Washington, Seattle, WA 2020- Present

Adjunct Professor / Guest Lecturer, Seattle University, Seattle, WA, 2017 – 2019

Volunteer, Urban League of Metropolitan Seattle, Seattle, WA, 2015

Donor Relations / Communications Manager, TAF (Technology Access Foundation), Seattle, WA 2013 – 2014*

Development Director (Contract), A PLUS Youth Program – Seattle, WA 2012 – 2013*

**enrolled FT in Leadership Executive MBA program at Seattle University*

Seattle Center Advisory Commission

15 Members: Pursuant to Ordinances 91885 and 108936, 3-year terms; 1 Member pursuant to Ordinance 121568, 1-year term; all members subject to City Council confirmation:

- 16 Mayor- appointed

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
1	M	7	1.	Member	Koichi Kobayashi	9/29/22	9/28/25	2	Mayor
-	F	2	2.	Member	Joy R. Shigaki	9/29/22	9/28/25	1	Mayor
6	M	7	3.	Member	Michael George	9/29/22	9/28/25	2	Mayor
6	M	7	4.	Chair	Mark F. Dederer	9/29/22	9/28/25	5	Mayor
6	F	6	5.	Member	Jana Lamon	9/29/22	9/28/25	3	Mayor
6	M	7	6.	Member	John Olensky	9/29/20	9/28/23	1	Mayor
6	F	6	7.	Member	Sarah C. Rich	9/29/20	9/28/23	4	Mayor
6	F	1	8.	Member	Stacey E. Hutchison	9/29/20	9/28/23	1	Mayor
6	M	4	9.	Member	Eric Berlinberg	9/29/20	9/28/23	1	Mayor
6	F	7	10.	Vice Chair	Holly Golden	9/29/20	9/28/23	4	Mayor
2	M	4	11.	Member	Matthew Mead	9/29/21	9/28/24	1	Mayor
-	F	2	12.	Member	Kamala Saxton	9/29/21	9/28/24	1	Mayor
7	F	2	13.	Member	Lara Mae D. Chollette	9/29/21	9/28/24	1	Mayor
6	M	N/A	14.	Member	Will Ludlam	9/29/21	9/28/24	4	Mayor
3	F	2	15.	Member	Gloria Connors	9/29/21	9/28/24	4	Mayor
			16.	Get Engaged Member	Vacant	9/1/21	8/31/23		Mayor

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	7	8			1	1	1			9			
Council													
Other													
Total	7	8			1	1	1			9			

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.