




# City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> Max J. Green		
<b>Board/Commission Name:</b> Seattle Bicycle Advisory Board		<b>Position Title:</b> Member
<input checked="" type="checkbox"/> <b>Appointment</b> OR <input type="checkbox"/> <b>Reappointment</b>	<b>City Council Confirmation required?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Appointing Authority:</b> <input checked="" type="checkbox"/> City Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	<b>Term of Position: *</b> 9/1/2022 <b>to</b> 8/31/2024  <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>	
<b>Residential Neighborhood:</b> Rainier Valley	<b>Zip Code:</b> 98118	<b>Contact Phone No.:</b> [REDACTED]
<b>Background:</b> Max lives in Rainier Valley and is a marketing director at REI. Biking his daughter to daycare on his e-bike, he is interested in creating more physical separation between bikes and cars and providing equitable access to biking. Max is involved in a number of other community organizations including the Rainier Valley Seattle Neighborhood Greenways group.		
<b>Authorizing Signature (original signature):</b>    <b>Date Signed (appointed):</b>  August 24, 2022	<b>Appointing Signatory:</b> Alex Pedersen Councilmember	

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

# Max J. Green

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## Professional Experience

### Recreational Equipment Inc (REI)

Kent, WA

#### Senior Manager of Marketing Planning and Optimization

March 2019 to Present

- Leads a cross functional teams of marketing program managers, data scientists, developers, and marketing analysts focused on optimizing the marketing budget, ensuring ROI of marketing programs, fine tuning audience strategy, enforcing consistent audience segmentation across marketing channels, steering marketing tech roadmap, and deepening customer relationships via personalization & relevancy
- Leads testing & optimization across direct marketing (email, direct mail, push/app messaging), performance marketing (paid search, DPAs, PLAs, affiliates), organic search, and paid media (display, video, audio, print, OOH) marketing channels
- Partners closely with Insights, Finance, Strategy, Product/Merchandise, Retail Operations, and Customer Experience teams to uncover opportunities/risks in annual financial plan and align on business plans for seasonal marketing campaigns
- Owns digital traffic and member acquisition forecasting
- Delivers business and marketing insights to CEO, CCO, CFO, and other executives on a weekly basis
- Leads budget (\$100M+) building and created nimble working group to ensure dollars are best utilized throughout the COVID crisis
- Gains cross-divisional alignment on goals, KPIs, and measurement strategy to drive strategy, budget allocation, and increase customer value
- Serves as the business owner for marketing attribution, defining a strong point of view on how to value all of REI's marketing investments
- Leads development of the marketing and advertising technology roadmap; ensuring compliance for CCPA, GDPR, CANSPAM, etc
- Oversees email developers and database marketers responsible for effectively deploying daily email to millions of subscribers

#### Manager of Database Marketing

August 2016 to March 2019

- Heavily supported the direct marketing (email, direct mail, push) teams, responsible for generating hundreds of millions in revenue annually
- Led company-wide segmentation project (clustering), resulting in a 400% increase in ROI from retention/loyalty programs
- Led marketing-wide audience targeting initiative, which aligned audiences with optimal channel mix by segment through a testing framework
- Led strategic pilot initiative to leverage advanced analytic tools (propensity to buy, product recos, best member definition, etc)
- Augmented website visitor to customer match rates with IT assets, increasing triggered email circulation and revenue by 5x
- Reworked agreement with data on-boarder, resulting in a known customer to online identity match increase of over 50%
- Mapped customer journeys and prioritized opportunities, resulting in procurement of a data management platform

### Nielsen Marketing Analytics

Evanston, IL

#### Manager of Marketing Effectiveness

January 2016 to July 2016

- Led quarterly business reviews with brands (large US CPG), reporting on impact of digital and offline marketing efforts
- Programmed SAS & Python for ETL, data cleansing, quality control, and media mix modeling (Bayesian regression)
- Built dozens of media mix models using custom datasets and statistical software
- Oversaw junior members of the team and was responsible for deliverables to multiple external customers

### Career Education Corporation

Schaumburg, IL

#### Director of Operations Analysis

June 2015 to January 2016

- Created and implemented predictive models that were used to improve operating efficiencies in various departments, including a 35% increase in student-reenrollments
- Revolutionized data reporting and analysis for all academic support staff including Deans, Program Directors, and Quality Analysts by creating a Tableau dashboard that was fully adopted overnight with 40+ daily users and 120+ monthly users
- Gave bi-weekly presentations to SVPs and C-suite executives on analytic findings and insights
- Oversaw the data gathering and analysis process for more than a 20 international survey and regulatory filings
- Catalogued 100s of reporting and operational processes to determine best practices across the business unit
- Led centralized team of analysts that was responsible for all operational reporting, advanced analytics, and data science

#### Director of Retention Analytics

November 2013 to June 2015

- Hired, trained, and managed a team of analysts, responsible for all data reporting and analytics for an online university
- Implemented the first predictive analytics into the student advising department, revolutionizing the staffing model for 50+ employees
- Led company-wide initiative to build out Tableau Server Datasets by providing business requirements resulting in creation of four layers of increasingly granular data, cutting average ad hoc reporting time by 90%

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## Education

**Master of Science in Economics and Policy Analysis** – DePaul University – Chicago, IL – 3.9GPA with distinction

**Bachelor of Arts in Economics** – DePaul University – Chicago, IL – 3.8GPA Magna Cum Laude

**Certificate in Product Management** – General Assembly Chicago – Chicago, IL

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## Technical Skills

Python, Tableau, SAS, SQL, Excel, PowerPoint, Visio, PowerPoint

# Seattle Bicycle Advisory Board

12 Members: Pursuant to Resolution 30995; all members subject to City Council confirmation, 2-year terms:

- 7 Mayor- appointed
- 5 City Council- appointed

## Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
8	M	3	1.	Member	Yasir Alfarag	9/1/2021	8/31/2023	2	Mayor
6	M	2	2.	Member	Max J. Green	9/1/2022	8/31/2024	1	City Council
3	M	4	3.	Member	Jose Nino	9/1/2021	8/31/2023	1	Mayor
1	F	4	4.	Member	Andrea Lai	9/1/2021	8/31/2023	2	City Council
9	O	4	5.	Member	Ty Bottorff	9/1/2021	8/31/2023	1	Mayor
			6.	Member	Douglas Midgen	9/1/2021	8/31/2023	1	City Council
6	F	7	7.	Member	Donna McBain Evans	9/1/2022	8/31/2024	1	Mayor
6	F	4	8.	Member	Christine C. Stawitz	9/1/2022	8/31/2024	1	City Council
6	M	2	9.	Member	Quinn Thomas Kelly	9/1/2022	8/31/2024	1	Mayor
6	M	3	10.	Member	Peter Bryan	9/1/2022	8/31/2024	1	City Council
2	M	3	11.	Member	Joseph Roberts	9/1/2022	8/31/2024	1	Mayor
6/8	M	7	12.	Get Engaged Member	Yaacov Tarko	9/1/2021	8/31/2022	1	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	5	1	1			1	1			3		2	1
Council	2	2			1					3			
Other													
<b>Total</b>	<b>7</b>	<b>3</b>	<b>1</b>		<b>1</b>	<b>1</b>	<b>1</b>			<b>6</b>		<b>2</b>	<b>1</b>

### 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.*