




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Barry Fuentes</i>		
Board/Commission Name: <i>Seattle LGBTQ Commisson</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: <i>Fill in appointing authority</i>	Term of Position: * 11/1/2024 to 10/31/2026 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>	
Residential Neighborhood: <i>Capitol Hill</i>	Zip Code: <i>98101</i>	Contact Phone No.:
Background: <i>Barry Fuentes (he/him) is a sales and business operations professional who has moved to Seattle from the Philippines in 2021. Passionate about turning data into actionable insights, he thrives on analyzing trends and crafting strategies that drive meaningful change. With a keen interest in social outreach, Barry dedicates his efforts to advancing LGBTQ+ rights and supporting individuals living with HIV and special needs through advocacy and information dissemination. He has done volunteer work in the Philippines via supporting Exceptional Sports, a private group that offers free, weekly athletic programs for children both with typical and special needs, encouraging the participants to reach their full athletic and social potential.</i> <i>His commitment to advocating for LGBTQ rights and fostering inclusive communities stems from a deeply personal and transformative journey. Barry is also passionate about addressing mental health and support services for the LGBTQ community.</i>		
Authorizing Signature (original signature):  Date Signed (appointed): October 11 th , 2024	Appointing Signatory: <i>Bruce A. Harrell</i> <i>Mayor of Seattle</i>	

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

BARRY FUENTES

SALES OPERATIONS AND BUSINESS OPERATIONS LEADER

A highly versatile leader with extensive experience and proven team management capabilities and documented ability to develop and execute strategic business plans. A proficient sales and business operations leader, who efficiently managed and developed individual contributors and leaders, launched dashboards, reports, web-pages, and metrics monitoring mechanisms to help stakeholders be guided with respect to their periodic performance. Innovative leadership qualities such as cross-team work, working across regions, sharing among regional teams, and fostering scalability, growth, and independence.

KNOWN FOR: Command of the vast – with an impressive range from tactical activities to innovative and strategic projects. Has good business insight, capacity to focus on what is relevant.

CONSISTENTLY RECOGNIZED FOR: Development of individuals – managed leaders, individual contributors, and established strong partnerships with stakeholders globally. Skillfully drives a large team of individuals (directly and indirectly) that has grown to become scaling functions of worldwide teams being supported.

KEY COMPETENCIES

Operations | Leadership | People Management | Project and Program Management | Strategy
Sales Ops | Reporting & Analysis | Process Improvement | Client Service

EXPERIENCE

AMAZON, SEATTLE, WA

06/2017 – Present

Business Manager

- Led forward-looking business planning activities to drive growth of the Air Cargo business (including all operational, financial, capex, and headcount requirements).
- Managed business through metrics.
- Ensured yield, revenue, and profit management has a set of stable mechanisms for review, tracking, and scalability.

Principal Program Manager

- Constructed a uniform framework to draw connections between business strategy, workforce implications, and action plans by developing baseline measures and potential insights. Increased utilization of the Tableau reports from 10% to 60% within a 3-month period.
- Led the operations planning (capacity, workforce management) arm of Amazon Entertainment, supporting three distinct Amazon businesses including: 1) Devices & Services, 2) Advertising, and 3) Global Media.
- Built and implemented capacity-planning processes across teams that will allow the organization to scale in response to business demand.

Senior Business Operations Manager, AWS Managed Services

- Created a roadmap of business questions from product owners, program managers, and senior leadership, and use the data to articulate rootcause analyses and solutions.
- Worked with business leaders to understand the challenges (inclusive of customer journeys and data pathing), delivering timely and relevant insights to enable meaningful data-driven decisions (influencing without authority).
- Participated in the administration and execution of go-to-market activities. Launched a shared goal with Professional Services LOB and increased overall market share by 33%.
- Managed a team (of business analysts, business intelligence engineers, program managers) who designed data pipelines, reporting platforms, and metrics and analytics solutions to measure business performance, identify trends, and provide data insights through an evolving mix of ad-hoc reporting and dashboards.

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Senior Manager, Worldwide Revenue Operations, Amazon Web Services

- Developed a deep understanding of sales metrics, reporting tools, and data structures to identify and drive resolution of issues. Created a bespoke revenue insights tool that allowed for a monthly billing drill down at a level never before achieved within global accounts.
- Enhanced relationships with all the operations leaders worldwide and delivered scalable processes with sales, sales operations and other cross-functional teams to identify and address operational, analytical and reporting issues.

Senior Manager, Sales, Strategy, Operations and Enablement, Amazon Web Services

- Collaborated on the design, development, maintenance, and delivery of forecasting models, metrics, reports, analyses, and dashboards (using Excel, Tableau, Quicksight). Drove rhythm of the business reviews and helped reduce overall documentation for Asia Pacific region from 75 pages to 10 pages (+ appendices).
- Built the operations support center from the ground up, worked with the global sales, strategy, operations, and enablement teams to continuously evolve analysis models, analyzed historic results, engaged in territory and account planning and go to market activities, and managed a team of operations and business analysts.
- Designed, developed, and executed compensation / incentive plans for regional sales teams (using Varicent).

INTERCONTINENTAL HOTELS GROUP, MANILA

01/2016 – 06/2017

Regional Manager, Sales and Operations Planning

- Led the development of routine and 78 unique and ad-hoc analytic reports to IHG's sales operations management regarding regional sales, customer segment performance, and performance against goals (using Salesforce, Excel).
- Designed, developed, and executed compensation / incentive plans for regional sales teams.
- Created the automated Excel template that served as the model when the overall global compensation and incentive platform was tied-up to sales forecast using Anaplan.
- Owned the annual business planning process for Asia Pacific, Middle East, and Africa regions.
- Provided consultation, operations analysis, and relevant competitive market data to assist sales segment heads as they set goals, prepared budgets, and developed business plans for their respective segments.

EMERSON, MANILA | CLUJ-NAPOCA

02/2011 – 01/2016

Operations Manager (Customer Care | Sales Support | Marketing Shared Services)

- Ensured all operations are carried in on an appropriate and cost-effective way (ie led the development of standardized processes for quotation and order management in both Manila and Romania shared services centers).
- Formulated strategic and innovative objectives (ie pioneered the roll-out of Rosemount's digitization initiative, with an online chat support program that generated US\$ 33,000 monthly in revenue in its initial launch).
- Improved operational management systems, processes, and best practices (ie established a skills lab / technical training center in Cluj-Napoca, Romania that became a hub for subject matter expertise development for Rosemount products in Central Europe).
- Recruited, trained, and supervised technical support administrators and engineers (ie developed technical support engineers to leadership roles as the organization grew and became a central support center for Central and Eastern European sales offices of Rosemount).

EDUCATION

Master of Business Administration, De La Salle University, Manila (units completed)

Bachelor of Science, Mapua Institute of Technology, Manila
Electronics & Communications Engineering**SOFTWARE SKILLS**

MS Office (Excel, Word, Powepoint, et al) | Salesforce | Oracle BIEE | Tableau | Quicksight | SQL

Seattle Lesbian, Gay, Bisexual, Transgender and Queer Commission December 2024

Members: Pursuant to SMC 3.14.920, *all* members subject to City Council confirmation,
2-year terms:

- 8 City Council-appointed
- 9 Mayor-appointed
- 4 Other Appointing Authority-appointed: Commission-appointed

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
		5	1.	Member	VACANT	5/1/23	4/30/25	1	City Council
			2.	Member	VACANT	5/1/23	4/30/25	1	Mayor
		3	3.	Member	Ry Armstrong	5/1/23	4/30/25	1	City Council
			4.	Member	VACANT	5/1/23	4/30/25	1	Mayor
		3	5.	Member	Jeremy Erdman	5/1/23	4/30/25	1	City Council
			6.	Member	VACANT	11/1/23	10/31/25	1	Mayor
			7.	Member	Kody Allen	11/1/23	10/31/25	1	Commission
		6	8.	Member	Steven Pray	11/1/23	10/31/25	2	Mayor
			9.	Member	Chris Curia	5/1/24	4/30/26	1	City Council
			10.	Member	Jason Self	5/1/24	4/30/26	1	Mayor
			11.	Member	VACANT	5/1/24	4/30/26	1	City Council
		3	12.	Member	Brett Pepowski	5/1/24	4/30/26	2	Mayor
		3	13.	Member	Landon Labosky	11/1/24	10/31/26	1	City Council
			14.	Member	Barry Fuentes	11/1/24	10/31/26	1	Mayor
		5	15.	Member	Christina Pizaña	11/1/23	10/31/25	1	City Council
			16.	Get Engaged	Scott Beck	9/1/24	8/31/25	1	Mayor
			17.	Member	Ashley E. Ford	5/1/24	4/30/26	1	City Council
			18.	Member	VACANT	11/1/23	10/31/25	1	Mayor
			19.	Member	Kristina Sawyckyj	11/1/23	10/31/25	1	Commission
		3	20.	Member	Andrew Ashiofu	5/1/24	4/30/26	2	Commission
		7	21.	Member	Amari Leach	5/1/24	4/30/26	1	Commission

SELF-IDENTIFIED DIVERSITY CHART (1) (2) (3) (4) (5) (6) (7) (8) (9)

	Men	Women	Transgender	Unknown	Asian	Black/ African American	Hispanic/ Latino	American Indian/ Alaska Native	Other	Caucasian/ Non- Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor							1	1		1			
Council						1	3		2				
Comm							1				1		
Total													

Key:

- *D List the corresponding Diversity Chart number (1 through 9)
- **G List gender, M = Male, F= Female, T= Transgender, U= Unknown
- RD Residential Council District number 1 through 7 or N/A

Diversity information is self-identified and is voluntary.

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