




# City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> <i>Eric Berlinberg</i>		
<b>Board/Commission Name:</b> <i>Seattle Center Advisory Commission</i>		<b>Position Title:</b> <i>Member</i>
<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 type="checkbox"/> City Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other:		<b>Term of Position: *</b> 9/29/2020 <b>to</b> 9/28/2023  <input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i>
<b>Residential Neighborhood:</b> <i>Eastlake</i>	<b>Zip Code:</b> <i>98102</i>	<b>Contact Phone No.:</b> [REDACTED]
<b>Background:</b> <i>Eric Berlinberg is a 9-year Seattle resident who has extensive experience serving on community and commerce-related boards. Eric serves as Head of Program Management and Chief of Staff to the Vice President of the Amazon Prime Air division, which is developing drones for package delivery to customers. Outside of his role at Amazon, Eric is the Founder of the largest internal employee networking group in the company called Connect@Amazon, which builds social and professional networks across 74 Amazon offices globally and comprised of ~130,000 Amazon employee members. As the leader of this organization, Eric built experience leading a large event planning, engagement, and advocacy organization by developing, guiding, and influencing leaders across the company. Eric previously served as Chief Operating Officer of Manhattan Creative Group, an Emmy award-winning entertainment management firm focused on live entertainment in regional theme parks across the US, live concert series (3-5k guest venues), and small-budget commercials. Outside of work, Eric has served on several boards and committees to continue to build Seattle as an equitable and inclusive community. Eric has served on the Seattle Chamber of Commerce Board of Directors, the Seattle CityClub Board of Directors, the Seattle Symphony, the SLU Chamber of Commerce Board of Directors, and the Seattle Chamber of Commerce Young Professionals Network Board of Directors, among others. Eric was a member of the Leadership Tomorrow class of 2020 and continues to volunteer for the organization today. Finally, Eric spends time volunteering with local organizations including FareStart and NW Harvest. Eric resides in the Eastlake neighborhood of Seattle.</i>		
<b>Authorizing Signature (original signature):</b>   <b>Date Signed (appointed):</b> 4/11/2023		<b>Appointing Signatory:</b> <i>Bruce Harrell</i>  <i>Mayor</i>

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

## PROFESSIONAL EXPERIENCE

### **Head of Program Management & Chief of Staff, Amazon Prime Air (drones)**

**3/2015-PRESENT**

Founding member and current Head of Program Management/Chief of Staff to the Vice President of Prime Air. Prime Air is a transportation system to deliver packages to customers in 30-mins using drones. Define program strategy, own product definition, and program execution planning across a 1,000 person organization. On the Sr. Leadership Team leading strategy and program direction to meet long term cost per package targets. Develop and manage product roadmap and readiness of the Prime Air program, including building, launching, scaling the customer-facing operation. Develop and manage the rhythm of the business, including overall program status, business milestones, and long-range planning. I was in the first 30 employees hired on this innovative product that has grown to become a certified airline with a scalable drone solution. I created many of the business and program management mechanisms that exist today.

- Lead a team of 15 Technical & Program Managers to drive organization strategy, execution, and program management.
- Chief of Staff to the Senior Leadership Team (VPs and Directors), including weekly staff meetings, program-wide internal communications, resource allocation, financial updates, and program operations
- Lead launch functions, including real estate identification and acquisition, customer experience launch, back-end integration, and regulatory requirements to launch Prime Air in a new geography
- Create and manage the consolidated product roadmap, which is the single mechanism that drives work program-wide
- Develop and lead program integration mechanisms that ensure we meet schedule, cost, mitigate risks, and meet financial targets
- Lead the creation and presentation of executive documents including quarterly business reviews, annual planning documents, and recurring CEO/Board of Directors reviews on program status and financial performance
- Design and deliver the launch of Prime Air service operations, demonstrating the delivery program with in-fulfillment center processes of <19-minutes from order placement to "drone ready for takeoff"
- Manage the development of the Prime Air Roadmap to drive the development of R&D, engineering, operations, and regulatory work threads program-wide
- Support the development of long-range financial models with Finance and propose financial targets for short-term goal planning
- Drive the development of annual goal planning and goal status to meet the annual operational plan and long-range plan
- Develop and manage weekly and monthly business review process for eight organizations, including goal status and metrics
- Drive program internal communication, including monthly all hands meetings on behalf of the Senior Leadership Team
- Interface as primary point of contact for business teams, including Legal, HR, PR, Finance, Facilities, Recruiting, Trade Compliance
- Align program resources (headcount, budgets) to support the engineering and product roadmap and development goals, leading the growth of the program from ~30 to ~1,000 within 5 years
- Lead launch of Prime Air's first customer delivery and customer delivery trial near Cambridge, UK. First delivery took place on 12/7/2016
- Lead the launch of Prime Air's innovative new hex-wing vehicle airframe design, including first customer delivery on this platform in Oregon on 9/2/2020
- Lead the identification and launch of Prime Air operational, flight test, and corporate office facilities in discrete locations with complex operational requirements enabling confidential testing prior to public launch
- Recipient of the "Just Do It Award" from Amazon CEO Jeff Bezos, which recognizes an employee who goes above and beyond the scope of their role to solve a business challenge
- Lead Amazon's corporate expansion in to Austria, launching the Prime Air Development Center in Graz, Austria. This was the fastest new country launch in Amazon Corporate's history; leading the creation of core business infrastructure in-country

### **Founder & Global Chair, Connect@Amazon, Amazon.com, Seattle, WA**

**6/2014-PRESENT**

Founder and chair of Connect@Amazon, Amazon's largest internal employee group, which holds Community and Professional Networking opportunities for Amazon employees. Connect@Amazon is comprised of >100,000 members across 72 chapters at Amazon offices globally. Community events build a social network across Amazon employees, and Professional networking events build company-wide knowledge, introductions to senior leaders, workshops, panels, and formal networking opportunities.

- Secure stable funding internally for \$2.0MM, including four full time programmatic headcount to support the organization
- Manage and develop a team of four full time Program Managers who support the program's growth globally
- Organically grow Connect@Amazon to >100,000 members in 6 years, fully grassroots with no formal company support
- Launch 72 new Connect@Amazon chapters in North America, Europe, APAC, and Middle East using a scalable launch program, and support the new chapters in their growth phase
- Identify, recruit, and coordinate an Executive Advisory Board, comprised of VPs and Directors from 12 teams at Amazon to guide and mentor Connect@Amazon leadership
- Lead and support a team of 72 Chapter Chairs who manage committees at their local Amazon office
- Lead a team of ~750 volunteers globally and a core team of 75 members of our central program management team that enable the organization to grow and expand

### **Senior Program Manager, eCommerce Platform, Amazon.com, Seattle, WA**

**3/2014-3/2015**

Manage business operations for the Vice President of Corporate Applications, E-Commerce Platform at Amazon.com. Support internal development and operations teams working to improve Amazon's global financial systems, human resource information systems, corporate IT infrastructure, IT support, enterprise data warehouse, and platform excellence organizations.

- Manage IT infrastructure capacity by optimizing usage of \$108MM annually, reduced by \$13MM in 2014 through efficiency initiatives including re-architecting services, improved forecasting and elimination of wasteful consumption

# Eric Berlinberg

- Project manage the organization's peak readiness program to ensure organization services were prepared to support the increased volume during the busy Retail peak season. Managed the audit of software, services and physical sites around the globe to expose potential risks and developed action plans to prioritize and mitigate risks. Facilitate the closure of action items resulting in no impact to critical services, preventing downstream impact to Amazon's business
- Manage third party development contractor spend, reducing external contract labor from \$1.5M per month in January 2014 to \$170K in December 2015
- Project manage the creation of a customer experience document for review with the Amazon SVP team, recommending areas of customer experience improvement, and developing action items to improve services in the following year's operating plan

## **Supply Chain Manager, The Coca-Cola Company, Denver, CO**

**6/2012-3/2014**

Supply Chain Manager for Mountain States Market Unit, managing daily operations of an 80-route distribution network at a 24-hour operation servicing over 8,000 outlets. Additionally, served in a continuous improvement role for one year in manufacturing, warehousing and distribution to reduce un-necessary spend while providing a high-quality product.

- Lead a work stream in a two-week continuous improvement kaizen event focusing in warehouse improvements resulting in \$150,000 of process improvement savings annually
- Decrease delivery cost per case by \$0.073, from a 2013 budget of \$4.860 to an actual of \$4.787 through more efficient delivery routing and reduction in wasteful deliveries due to poor sales orders. Decrease warehouse cost per case by \$0.087, from \$3.405 budget to \$3.318, through a reduction of inventory, reduction of wasteful breakage/damage/loss, and flex of shift labor to match seasonal demand
- Reduced breakage damage & loss waste from \$1.1M actual waste in 2013 to \$290K in 2014 by implementing additional frontline supervisor product rotation policies and daily inventory review practices
- Self-managed the operations of the Denver Distribution Center with one coworker from 11/2013 – 2/2014 as the Distribution Center Manager transitioned roles and the position was not backfilled. Reported to a VP located out of state full time
- Coordinate implementation of over twenty optimization initiatives in various nodes of the local supply chain, including warehouse and distribution optimization projects
- Develop strong frontline leader management capabilities in eight direct reports through continuous professional development in change management, effective communication, and conflict management
- Provide critical continuous improvement efforts to reduce costs while improving customer service for both internal and external customers. Work to increase operational efficiency and employee engagement through front-line trainings and project teams
- Drive strategic growth in a challenging environment through decreasing operational costs, building capability amongst the members of my team and partnering with business partners across the Coke system to improve customer experience

## **Business Manager, Manhattan Creative Group, New York, NY**

**10/2012-3/2014**

Manage business operations for an entertainment management start-up. Directly manage several contracts to provide entertainment management services, live production shows, film development, and business operations in the entertainment industry. Oversee a budget of \$3 million annually, a seasonal staff of 30 employees, and >100 subcontractors.

- Direct the implementation of 21 entertainment contracts including theme park shows, live concerts, films and commercials.
- Create and implement company HR, IT, finance, accounting, management and creative policies.
- Develop strategic growth through the creation of a 3-year business plan to increase revenue and market share.

## **EDUCATION**

### **Colorado State University, Fort Collins, CO**

Bachelors of Science in Business Administration

Concentration in Management, Supply Chain Management, Entrepreneurship, and Leadership Communication

## **OTHER RELATED EXPERIENCE**

- Connect@Amazon – Founder & Global Chair – June 2014 – Present
- South Lake Union Chamber of Commerce Board of Directors – Board Member – October 2018 – Present
- Seattle CityClub Board of Directors – Board Member – December 2019 – Present
- Leadership Tomorrow Program, Seattle – Class of 2020
- Recipient, Just Do It Award, Awarded by Jeff Bezos, CEO and Founder of Amazon.com – March 2017
- Seattle Chamber of Commerce Young Professionals Network – Board Member, Exec Committee – October 2014 – December 2019
- Board of Trustees of the Seattle Metro Chamber of Commerce – Member – June 2016 – September 2017
- Seattle Symphony Young Professionals Council – Volunteer Board Member – December 2015 – January 2019
- Recipient, Graduate of the Decade Award from Colorado State University – October 2017
- Young Professionals of Seattle – Board Member – November 2014 – June 2016
- Colorado State University Alumni Association Affinity Group – Chair – March 2013 – July 2016
- Board of Governors of the Colorado State University System – Board Member - June 2011 – June 2012
- Denver Metro Chamber of Commerce – Member – August 2012 – March 2014
- Rocky Mountain Student Media Corporation Board of Directors - Board Member – May 2010 – May 2011
- Eagle Scout, Boy Scouts of America

# 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													
<b>Total</b>	<b>7</b>	<b>8</b>			<b>1</b>	<b>1</b>	<b>1</b>			<b>9</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.*