




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>John Boesche</i>		
Board/Commission Name: <i>Seattle International Affairs Advisory Board</i>		Position Title: <i>Member</i>
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment		Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input type="checkbox"/> Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	Date Appointed: 5/1/2017	Term of Position: * 6/1/2017 to 11/30/2018
Residential Neighborhood: <i>Council District 7</i>	Zip Code: 98101	Contact Phone No.: <div style="background-color: black; width: 100px; height: 15px;"></div>
Background: <p>John Boesche is the Director of Tourism Development at Visit Seattle where he oversees the tourism department, including six employees in the organization's main Seattle office as well as five international marketing and public relations agencies across Asia and Europe. Boesche has nearly 10 years of destination marketing experience, previously serving as Operations Manager for the Seattle Sports Commission. Visit Seattle, a private, nonprofit marketing organization, has served as Seattle/King County's official destination marketing organization (DMO) for more than 50 years. The goal of these marketing efforts is to enhance the employment opportunities and economic prosperity of the region. Some 18.6 million visitors spend \$6 billion in Seattle and King County annually, contributing \$597 million in state and local tax revenues.</p>		
Authorizing Signature (original signature): 		Appointing Signatory: <i>Edward B. Murray</i> Mayor of Seattle

FILED
 CITY OF SEATTLE
 2017 MAY 17 AM 3:35
 CITY CLERK

*Term begin and end date is fixed and tied to the position and not appointment date or appointee.
 August 30, 2016

JOHN T. BOESCHE

QUALIFICATIONS SUMMARY

Experienced international tourism professional with a diverse background in destination marketing and a strong customer service approach. Proficiencies include media coordination, execution of marketing campaigns, development of annual budgets, supervision of remote and internal staff, coordination of international sales missions and trade shows, and a strong ability to foster and leverage key industry relationships.

SKILLS

- Hospitality-minded professional with a proven record of delivering exemplary service to customers
- Excellent verbal and written communication skills
- Comfort in public speaking, with experience in presenting to high-level executives
- Proven ability to prioritize under time constraints and work successfully in a fast-paced environment
- Highly organized and able to multi-task
- Proactive and resourceful with excellent problem solving skills
- Excels in both independent and team-oriented work environments

EXPERIENCE

Director, Tourism Development | Visit Seattle | September 2015 - Present

- Develop and implement tourism development strategies in six key international markets.
- Oversee a dedicated budget of \$3 million, a team of six employees, and five contracted agencies.
- Ensure department meets goal of \$19.2 million in advertising equivalent media value annually and satisfies market-specific travel product goals.
- Successfully launched rebranded and fully translated websites, consumer guides, travel trade guides, and a specialized business suite in five international markets.

Tourism Manager | Visit Seattle | August 2012 – September 2015

- Responsible for developing and executing Visit Seattle's sales, marketing, and public relations strategies in assigned international markets.
- Supervise the day-to-day activity of multiple representation firms, ensuring market-specific goals, objectives, and deadlines are being met.
- Coordinate all components of inbound familiarization trips and outbound sales missions and trade shows, including travel arrangements, attracting participation from partner organizations, production of trade show presence, and development of unique and entertaining content to maximize client engagement.
- Generate a minimum of \$3,750,000 in advertising equivalent media value annually.
- Surpassed 2014 Visit Seattle goals by executing seven outbound sales trips and hosting 37 inbound familiarization trips, which featured 150 clients from 10 international markets; these inbound hosting efforts resulted in over \$10,000,000 in advertising equivalent media value.
- Successfully hosted the 25-member board of directors of the Japan Association of Travel Agents in 2014; project included over \$550,000 of in-kind contributions and featured a six-day, all-encompassing itinerary for Japan's leading travel executives.
- Visit Seattle awarded second place in the Destination Management Category at the 2015 Japan Tourism Awards, only one of two American destinations (Brand USA) recognized across eight categories.

Operations Manager | Seattle Sports Commission | May 2008 - August 2012

EDUCATION

WASHINGTON STATE UNIVERSITY
Bachelor of Arts in Sport Management
Area of Specialization in Business Administration

Graduated May, 2008
Pullman, WA

Seattle International Affairs Advisory Board

30 Members: Pursuant to *Ord. 125113*, all *Mayoral-appointed* members subject to City Council confirmation, 2-year terms:

- 1 City Council-appointed
- 19 Mayor-appointed
- 6 Other Appointing Authority-appointed (specify):

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	M	N/A	1.	Seattle-Be'er Sheva	Robert Wilkes	10/1/15	9/30/17	1	SMC
6	F	2	2.	Seattle-Bergen	Lori Ann Reinhall	10/1/15	9/30/17	1	SMC
6	M	3	3.	Seattle-Christchurch	Richard Conlin	10/1/15	9/30/17	1	SMC
6	M	3	4.	Seattle-Gdynia	Sebastian Niziol	10/1/15	9/30/17	1	SMC
1	M	N/A	5.	Seattle-Kaohsiung	Sean Huang	10/1/15	9/30/17	1	SMC
6	F	4	6.	OIR, City of Seattle	Stacey Jehlik	11/1/16	n/a	1	SMC Council President
1	F		7.	City Council	Lorena Gonzalez Neepaporn	10/1/15	n/a	1	
1	F	4	8.	Trade Development Alliance	Boungjaktha	6/1/17	n/a	1	TDA
6	F	1	9.	Seattle Center Foundation	Alma Plancich	6/1/17	n/a	4	Mayor
6	M	7	10.	Boeing	Gary Konop	6/1/17	11/30/18	4	Mayor
6	F	4	11.	Seattle Public Schools	Michele Anciaux Aoki	6/1/17	11/30/18	1	Mayor
6	M	3	12.	UW, Jackson School	Daniel Bessner	6/1/17	11/30/18	1	Mayor
6	M	7	13.	Visit Seattle	John Boesche	6/1/17	11/30/18	1	Mayor
6	F	N/A	14.	Starbucks	Shannon Boldizar	6/1/17	11/30/18	1	Mayor
6	F	4	15.	UW, Jackson School	Jennifer Butte-Dahl	6/1/17	11/30/18	1	Mayor
	F	7	16.	Expedia/Hotwire	Katherine Cheng	6/1/17	11/30/18	1	Mayor
6	M	6	17.	Consular Association of Washington	Pedro Costa	6/1/17	11/30/18	1	Mayor
1	F	N/A	18.	Ethnic Heritage Council	JoAnne Lee	6/1/17	5/31/19	1	Mayor
6	F	6	19.	Amazon	Monique Meche	6/1/17	5/31/19	1	Mayor
6	F	N/A	20.	World Affairs Council	Jacqueline Miller	6/1/17	5/31/19	1	Mayor
6	M	3	21.	PATH	Brian Neville	6/1/17	5/31/19	1	Mayor
6	F	3	22.	Seattle Globalist Washington Global Health	Sarah Stuteville	6/1/17	5/31/19	1	Mayor
6	F	1	23.	Alliance	Tina Vlasaty	6/1/17	5/31/19	1	Mayor
6	M	6	24.	Rotary International	David Woodward	6/1/17	5/31/19	1	Mayor

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	6	13			2					16			
Council		1					1			5			
Other	4	2			1								
Total	10	16			3					21			

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.