



City of Seattle Boards & Commissions Notice of Appointment

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CITY OF SEATTLE
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CITY CLERK

Appointee Name Kristal Fiser		
Board/Commission Name: Seattle Freight Advisory Board		Position Title: Member
<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>Specify appointing authority</i>		Term of Office: 1/1/16 to 12/31/17
Neighborhood: SODO	Zip Code: 98108	Contact Phone No.: (206)418-9006
Legislated Authority: Resolution 31243		
Background: <p>Ms. Fiser is Director, State Government Affairs, for United Parcel Service (UPS) located in the Duwamish Manufacturing Industrial Center, with offices in Council District 2 in South Seattle. UPS is the world's largest package delivery company and a provider of supply chain management solutions. James Casey founded the UPS parent start-up company in Seattle, in 1907.</p> <p>She is responsible for UPS's legislative and advocacy initiatives across Washington, Oregon, Idaho, Montana, Wyoming and Alaska for public policy matters covered at local, state and federal levels. During her 20+ year career with UPS, she has been responsible for managing sales operations and customers supply chain needs.</p> <p>Krystal has attended and actively participated in several Freight Board meetings in 2015 and 2016, where she has added great value to the discussions of both truck operations and the challenges of optimizing package delivery in a congested city. Outside of UPS, she actively volunteers in several charitable and professional associations, including the Susan G. Komen Race for the Cure. She has the endorsement of Warren Aakervik, Chair, Seattle Freight Advisory Board.</p>		
Date of Appointment: 5/5/16	Authorizing Signature (original signature): 	Appointing Signatory: Edward B. Murray Mayor of Seattle

Kristal Fiser

Profile

- As a proven professional at UPS for 20+ years I have established the reputation as an individual who is a thought leader, can prioritize requests, make informed decisions, uses an influential communication style and stays composed under conditions of extreme pressure.

Key Attributes

- Incredible Planning and Organizational Skills – Including Strategic Planning
- Persuasive Leadership Skills
- Superior Networking and Interpersonal Skills
- Exceptional Written and Oral Communication Skills
- Tremendous Motivational Skills
- Remarkable Strategic Thinking Skills – Considers Business Issues from Multiple Perspectives
- Relentlessly Strives for Self-Development

Affiliations

- United Way King County Ambassador – 2011 to 2013
Regularly participate in networking events to help facilitate new business connections to United Way
- Susan G. Komen Race for the Cure Logistics Committee – 2013 to 2015
Responsible for the 5K race course setup and management, medical services, law enforcement presence, safety procedures and volunteer coordination for 10,000 participants
- Women's Leadership Development Committee – 2012 to present
Participate in monthly BRG meetings as an influential female leader within the Northwest District
- University of Washington Foster School of Business Sales Mentor – 2012 to present
Meet with students monthly to discuss classroom work and future professional interests and goals

Education

Bachelor of Arts in Social Sciences – Washington State University • 1992
Washington State University Athletic Scholarship: Women's Basketball

Master of Public Administration – Seattle University • 1998

UPS Professional Experience

Director State Government Affairs – 2014-present

Responsibilities:

- Responsible for UPS's legislative and advocacy initiatives across Washington, Oregon, Idaho, Montana, Wyoming & Alaska for public policy matters covered at local, state and federal levels
- Responsible for Cross-Functional Communication and Coordination with internal and external entities regarding UPS's public policy strategy
- Responsible for the Field Coordination of UPS management employees who support UPS's grassroots relationships with federal members of Congress

Sales Operations Manager – 2010-2014

Responsibilities:

- Responsible for leading, providing direction and support for 113 Business Development personnel, which includes; 1 Managing Director of Business Development, 2 Director of Sales, 13 Sales Managers and 83 Sales Resources
- Responsible for the support of a business plan of \$2.1 billion in annualized revenues
- Responsible for Analytics and Forecasting, Process and Procedure and all Sales Performance Reporting and monitors execution in accordance with Corporate guidelines
- Responsible for Field Coordination to ensure timely and consistent deployment of all Communications and Sales Related Programs
- Responsible for Cross-Functional Communication and Coordination with District Staff, Marketing, Finance, Operations, UPS Freight, UPS Capital, Solutions and Forwarding and Distribution
- Responsible for Sales Compensation and accurate disbursement to all Middle Market Sales Resources
- Responsible for the coordination of all District Customer Entertainment events and expenditures
- Serves as the Hiring Manager for Business Development and staffing 83 customer facing sales resources

Area Sales Manager – 2006-2010

Responsibilities:

- Managed a team of 7 sales professionals, 2 Senior Account Executives and 6 Key Account Executives responsible for \$34 million in annualized sales
- Responsible for working with the team in developing strategies and deployment models for customers in an effort to grow revenue streams for UPS
- Responsible for educating, developing and training sales resources on selling the entire UPS portfolio of services
- Sales Professionals who reported to me were responsible for all of the largest accounts in Central to Eastern Washington and Northern Idaho

Senior Account Executive/Key Account Executive – 2001-2006

Responsibilities:

- Responsible for achieving assigned sales plan by generating profitable UPS revenue growth through the development of new business and the retention of existing within assigned account base worth \$10 million in annualized sales
- Responsible for analyzing a customer's supply chain needs to create appropriate solutions and promptly respond to customer's requests
- Successfully built partnerships with key stakeholders at all levels of a customer's organization to cultivate relationships and generate revenue opportunities across the entire UPS portfolio

Professional Services Manager – 2000-2001

Responsibilities:

- Managed a team of 7 Professional Services Consultants, supporting both paid and non-paid engagements, who were responsible for the evaluation of a customer's supply chain and recommending the optimal solution to contribute to a customer's bottom line
- Crafted customized processes to enhance efficiencies and optimize resources to enhance a customer's working capital
- Responsible for UPS Internal Business Processes of implementing solutions to ensure customer's provided daily upload of electronic manifests as well as the use of Smart Label technology

Professional Services Supervisor – 1995-2000

Responsibilities:

- Served as a consultant to customer facing Sales Resources in positioning the value of the UPS Technology Solutions
- Administered the OnLine Computer System budgeting and appropriation process for District Customer Accounts while coordinating with District Management, Business Development, Technology Support Group and Finance
- Coordinated with the District Sales Training Manager to provide Sales Resources with training in OnLine capabilities and procedures
- Directed the installation, replacing and testing of UPS OnLine Computer systems

Letter Center Intern – 1993-1995

Responsibilities:

- Developed Marketing Strategy for the deployment of UPS Drop Boxes in the Greater Seattle Area
- Executed Sales in driving the initial growth of UPS's small business retail channel
- Responsible for the demonstration, installation and support of UPS's first automated shipping management systems

Seattle Freight Advisory Board

12 members: Per Resolution 31243, all save one are subject to City Council confirmation, 2-year terms:

- 5 City Council-appointed
- 6 Mayor-appointed
- 1 Other Appointing Authority: Port of Seattle designates the 12th member.

Roster:

*D	**G	Position No.	Position Title	Name	Term Start Date	Term End Date	Term #	Appointed By
		1.	Member		1/1/16	12/31/17		Council
		2.	Member		1/1/16	12/31/17		Council
6	F	3.	Member	Kristal Fiser	1/1/16	12/31/17	1	Mayor
7	F	4.	Member	Jeanne Acutanza	6/1/16	5/31/18	1	Mayor
6	M	5.	Member	Johan Hellman	6/1/16	5/31/18	1	Mayor
6	M	6.	Member	Mike Elliott	6/1/16	5/31/18	1	Mayor
6	M	7.	Member	Hal Cooper Jr.	12/31/14	12/31/16	1	Council
6	M	8.	Member	Pat Cohn	12/31/14	12/31/16	2	Council
6	M	9.	Member	Dan McKisson	12/31/14	12/31/16	1	Mayor
6	M	10.	Member	Frank Rose	12/31/14	12/31/16	2	Council
6	M	11.	Member	Timothy Hillis	1/1/15	12/31/16	2	Mayor
6	F	12.	Member	Geri Poor	N/A	N/A	N/A	Port of Seattle

Diversity Chart:

			(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)		
	Men	Women	Vacant	Minority	Asian-American	Black/African American	Hispanic/Latino	American Indian/Alaska Native	***Other	Caucasian/Non-Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	4	2	0							5	1		
Council	3	0	2							3			
Other	0	1	0							1			
Total	7	3	2							9	1		

Key:

- *D List the corresponding *Diversity Chart* number (1 through 9)
- **G List *gender*, M or F
- ***Other Includes diversity in any of the following: *race, gender and/or ability*