



## City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> <i>Kristal Fiser</i>		
<b>Board/Commission Name:</b> <i>Seattle Freight Advisory Board</i>		<b>Position Title:</b> <i>Member</i>
<input type="checkbox"/> Appointment OR <input checked="" type="checkbox"/> Reappointment		<b>Council Confirmation required?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Appointing Authority:</b> <input type="checkbox"/> Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	<b>Date Appointed:</b> 3/19/2019	<b>Term of Position: *</b> 1/1/2018 to 12/31/2019  <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
<b>Residential Neighborhood:</b> SODO	<b>Zip Code:</b>	<b>Contact Phone No.:</b> [REDACTED]
<b>Background:</b> Kristal Fiser has worked for the United Parcel Service for over 20 years and currently serves in the role of Director of State Affairs for Washington, Oregon, Idaho, Montana, Wyoming and Alaska where she is responsible for local, state, and federal legislative and advocacy initiatives.		
<b>Authorizing Signature (original signature):</b>  <i>Jenny A. Durkan</i>		<b>Appointing Signatory:</b> <i>Jenny A. Durkan</i> <i>Mayor</i>

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CITY OF SEATTLE  
19 MAR 19 AM 9:49  
CITY CLERK

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



# Kristal Fiser

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## 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: Pursuant to Seattle City Council Resolution 31243, 11 members subject to City Council confirmation, 2-year terms (1-year terms to refresh membership continuity):

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

**Note:** This roster is reflective of the recommendations included in this packet, *not* the current makeup of the board. Please see highlighted sections below.

## Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	M	N/A	1.	Member	Warren Aakervik	6/1/18	5/31/20	1	Council
6	M	N/A	2.	Member	Todd Biesold	6/1/18	5/31/19	1	Council
6	F	N/A	3.	Member	Kristal Fiser	1/1/18	12/31/19	2	Mayor
3	F	3	4.	Member	Jeanne Acutanza	6/1/18	5/31/20	2	Mayor
6	M	N/A	5.	Member	Johan Hellman	6/1/18	5/31/20	2	Mayor
6	M	N/A	6.	Member	Mike Elliott	6/1/18	5/31/20	2	Mayor
6	M	N/A	7.	Member	Hal Cooper	6/1/18	5/31/19	2	Council
6	M	N/A	8.	Member	Pat Cohn	6/1/18	5/31/19	2	Council
6	M	N/A	9.	Member	Dan McKisson				Mayor
6	M	N/A	10.	Member	Frank Rose	6/1/18	5/31/19	2	Council
6	M	N/A	11.	Member	Kris DeBuck	6/1/18	5/31/20	1	Mayor
6	F	N/A	12.	Member	Geraldine Poor	6/1/18	5/31/19	NA	Port of Seattle

## SELF-IDENTIFIED DIVERSITY CHART

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	4	2					1			5			
Council	5									5			
Other		1								1			
Total	9	3					1			11			

## 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.*