




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Ryan Baum		
Board/Commission Name: Board of Parks and Recreation Commissioners		Position Title: At-Large Position 1
<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: * 4/1/2024 to 3/31/2027 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>	
Residential Neighborhood: Fairmount Park	Zip Code: 98126	Contact Phone No.: [REDACTED]
<p>Background: Ryan Baum, an 18-year West Seattle resident, brings a diverse breadth of personal and professional experience to the Board of Parks and Recreation Commissioners. With degrees in Public Policy and Environmental Studies from Princeton University and an MBA from Duke University, Baum appreciates the imperatives of stewarding our parks and open spaces, and understands the political and economic pressures that face the City and Department.</p> <p>As a senior manager with Amazon, Baum has led progressively larger teams in multi-year complex projects, including developing key performance indicators (KPIs) for Amazon Alexa. Baum keeps equity as a foundational principle in his work, and is passionate about equitable access to recreation opportunities, as well. As an avid cyclist, skier, hiker, and fisher, Baum takes advantage of many of the resources of Seattle Parks and Recreation. As a Board member, he aims to improve how SPR leverages its assets while improving public access and understanding of the city's offerings.</p> <p>Baum is also active on the Fairmount Park Parent Teacher Association Board.</p>		
Authorizing Signature (original signature):  Date Signed (appointed): 4/16/2024		Appointing Signatory: Bruce A. Harrell Mayor of Seattle

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

RYAN BAUM

SUMMARY OF QUALIFICATIONS

Innovative multi-functional leader specializing in product strategy, ecommerce systems, customer analytics, and membership program offerings. Over 20 years of defining and implementing strategic initiatives at top retail and consumer companies. Skilled at building high performing product, marketing, analytics, and technical teams.

EXPERIENCE

2009-current **AMAZON.COM**, Seattle WA

Sr. Manager, Alexa Identity (Jan 2021 – current)

Product and analytics leader for Alexa-wide personalization effort across consumer, enterprise, and developer use cases. Defined success criteria for personalization improvement, drove alignment across 20+ teams on roadmaps, and established ongoing tracking and ideation mechanisms. Responsible for the roadmap of a 100 person engineering team focused on profile enrollment/management, biometrics based user recognition, and patterns for how individual user data are used to adapt Alexa responses. Direct manager of a 12 member product and BI team. Amazon hiring assessor (Bar Raiser) with 1200+ interviews.

Sr. Manager, Cross-Channel Marketing Products and Technology (Dec 2019 – Dec 2020)

Leader of a 60 person product, engineering, and program management organization developing new marketing functionality to drive longitudinal shifts in customer behavior and perceptions across customer segments and diverse business objectives. Built and owned tools for automated content generation, targeting, ML models predicting relevance, dynamic content rendering, and measurement. Defined vision and assembled organization from five separate teams across four geographies.

Sr. Manager, Sub-Segment Experiences (Aug 2018 – Dec 2019)

Head of 30 person product, marketing, and software team building experiences and functionality for underserved consumer segments. Launched examples include Amazon Teen and Textures & Hues (black/multi-cultural hair care).

Sr. Manager, Households and Teens (Jul 2016 – Aug 2018)

Led marketing, design, and product organization developing multi-user shared family shopping functionality. Recruited business and engineering team to solve shared purchasing and notification flows across multiple accounts.

Sr. Manager, Alexa Mobile (Aug 2015 – Jun 2016)

Product leader for Alexa mobile experience, account settings, accessibility, and notifications. Launched Alexa Skills rating and reviews. Established vision for next generation of Alexa App. Developed Alexa OS notifications framework. Built in-app functionality for Echo Dot and Echo Show devices. Crafted roadmap and resource plan for first Alexa accessibility initiative.

Sr. Manager, Prime Member Engagement and Retention (Apr 2014 – Aug 2015)

Global leader for a 10 person Prime member retention product and marketing team. Responsible for retention vision across eight locales, lifecycle member marketing, retention workflows, customer service policy, and fraud. Contributed to 10x membership growth over five years by increasing retention rates by 30%. Created product vision for Prime Day and led CEO review to get approval to launch. Built out four sub-teams and spun off three leading to growth opportunities for new leaders.

Manager, Prime Digital Adoption (Sep 2012 – Mar 2014)

Created an 8 person business and software development team driving usage of Amazon Prime's digital benefits. Grew usage of video by over 400% in one year building cross-site messaging placements and targeting approach. Defined vision, built project roadmap, and aligned goals across internal partner teams. Approach to adoption was used for future benefit launches.

Manager, Reporting and Analytics – Amazon Prime and Delivery Experience (Aug 2011 – Aug 2012)

Responsible for analytics, data infrastructure and metrics for Prime and shipping programs globally. Managed statisticians and data engineers focused on dashboarding, targeting, optimization, and customer profitability. Created automated statistical modeling process for member retention lift used across Amazon for measuring membership gain from new benefits.

Sr. Marketing Manager, Amazon Prime Retention (Nov 2009 – Jul 2011)

Managed retention across six locales including renewal messaging, charge logic, customer service experience, membership forecasting, market research, offer testing, and email communications. Developed usage-based metrics. Expanded Prime to additional benefits (Instant Videos & Reading), geographies (Italy & Spain), and segments (Mom & Student).

2006-2009 **STARBUCKS COFFEE COMPANY**, Seattle WA

Category Manager, Brand Loyalty (Jan 2008 – Oct 2009)

Launched innovative stored value card based loyalty program accounting for \$750MM in annual member spend in first year. Managed \$7MM marketing budget, three direct reports, 40-person cross-functional team and outsourced offshore analytics team. Responsible for program strategy, promotions, analytics and program financials. Launched company's first loyalty program from concept to national rollout in six weeks. Signed up over two million paid members in the first year while increasing customer spend and brand affinity. Drove 20% increases in spend and improved brand affinity in face of negative 8-10% overall retail store comps. Defined value proposition and financial impact of next generation program (My Starbucks Rewards). Crafted transition plan to reduce cost, increase membership and maintain customer satisfaction. Directed technical team for loyalty systems and POS integration and negotiated multi-year technology agreement reducing per-transaction cost.

Manager, Global Strategy (Jul 2006 – Dec 2007)

Led business unit leadership teams through annual planning and projects such as pricing, profit optimization, and real estate strategy. Promoted to manager in 18 months. Defined customer value proposition and drove pricing assessment that resulted in launch of new loyalty program. Partnered with store operations, finance and technical teams to achieve \$8MM retail profit savings improvement that increased employee satisfaction without impacting customer experience. Simultaneously guided three year strategic planning process for Supply Chain and Entertainment groups. New hire onboarding facilitator.

Summer 2005 **MILLER BREWING COMPANY**, Milwaukee WI

Brand Management Intern, Jacob Leinenkugel Brewing Company

Directed market research for new flavors resulting in national launch of a line extension (Summer Shandy). Developed pricing and distribution strategy leading to profit-increasing regional SKU optimization of previous line extensions.

2002-2004 **CARMAX**, Richmond, VA

Senior Analyst, Operations and Strategy

Analytical lead for strategic projects, competitive benchmarking, investor relations, and vehicle repair for used-vehicle retailer. Developed processes, metrics, and training for quality initiative that decreased cost and increased intent to recommend and repurchase. Designed a performance management tool leading to \$20MM annual procurement saving. Created a new-to-industry service compensation plan by incentivizing consultants on customer experience.

2000-2002 **THE BOSTON CONSULTING GROUP**, Chicago, IL

Member of consulting teams working on Fortune 500 senior leadership engagements. Projects included \$100MM new market opportunity for a \$4B specialty materials client, turnaround strategy for direct mail division of \$6B printer, and standardizing global upward feedback process across 40 BCG offices.

EDUCATION

DUKE UNIVERSITY, Fuqua School of Business, Durham, NC

Master of Business Administration, May 2006. Marketing emphasis. Merit scholarship recipient. Dean's list honors.

PRINCETON UNIVERSITY, Princeton, NJ

A.B. Woodrow Wilson School of Public and International Affairs, May 2000. Cum laude. Environmental Studies Certificate.

OTHER

Flying Bike Cooperative Brewery Founding Member and investor in WA state's first co-operative brewery.

Princeton Club of Western Washington – President 2015-17, VP 2013-15, Alumni Interviewing Chair – 2010-18.

Other interests include Nordic Skiing, Cycling, Fly Fishing, Hiking, and Home Brewing.

BOARD OF PARKS AND RECREATION COMMISSIONERS

15 Members: Pursuant to *Ordinance 126325*, all members subject to City Council confirmation, 3-year terms:

- 7 City Council-appointed
- 8 Mayor-appointed
- # 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	1	1.	At-Large	Ryan Baum	4/1/24	3/31/27	1	Mayor
6	M	6	2.	At-Large	Joshua Seyfried	2/21/23	3/31/25	1	Mayor
6	M	4	3.	At-Large	Steve Lerer	4/1/24	3/31/27	1	Mayor
3	M	3	4.	At-Large	Pasqual Contreras	2/21/23	3/31/26	1	Mayor
6	F	3	5.	Get Engaged	Lauren Lanham	9/1/23	8/31/24	1	Mayor
2	F	4	6.	Commission Seat	Tricia Diamond	4/1/24	3/31/27	1	Mayor
1	M	7	7.	Commission Seat	Phillip Meng	9/26/23	8/31/26	1	Mayor
1	F	4	8.	Commission Seat	Whitney Nakamura	4/1/24	3/31/27	1	Mayor
7	M	1	9.	City Council Dist. 1	Justin P. Umagat	4/1/24	3/31/27	2	City Council
			10.	City Council Dist. 2	Vacant				City Council
6	M	3	11.	City Council Dist. 3	John A. Flinn	4/1/24	3/31/27	1	City Council
			12.	City Council Dist. 4	Vacant	4/1/24	3/31/27		City Council
			13.	City Council Dist. 5	Vacant				City Council
6	F	6	14.	City Council Dist. 6	Amy Brockhaus	4/1/22	3/31/25	1	City Council
2	M	7	15.	City Council Dist. 7	Stafford Mays	4/1/22	3/31/25	1	City Council

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	5	3	0	0	2	1	1	0	0	4	0	0	0
Council	3	2	0	0	0	1	0	0	0	3	1	0	0
Other													
Total	8	5	0	0	2	2	1	0	0	7	1	0	0

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.*