




# City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> Ryan Baum		
<b>Board/Commission Name:</b> Seattle School Traffic Safety Committee		<b>Position Title:</b> Bicycle Safety Representative
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment	<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: <i>Fill in appointing authority</i>	<b>Term of Position: *</b> 4/1/2023 <b>to</b> 3/31/2026  <input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i>	
<b>Residential Neighborhood:</b> West Seattle	<b>Zip Code:</b> 98126	<b>Contact Phone No.:</b> [REDACTED]
<b>Background:</b> Ryan Baum is a parent with a strong interest in bicycling and getting families to bike year-round. Ryan works in product management.		
<b>Authorizing Signature (original signature):</b>  <b>Date Signed (appointed):</b> 8/22/2023	<b>Appointing Signatory:</b> 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.

# Seattle School Traffic Safety Committee

11 Members: Pursuant to Ordinance 124168, 6 members subject to City Council confirmation, 3-year terms:

- 6 Mayor- appointed
- 5 Other Appointing Authority: Seattle Police Department, Seattle Department of Transportation, Seattle Public Schools, King County Metro

## Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
			1.	Seattle Police Department Representative	Gary Davenport	4/1/2020	3/31/2023	N/A	Chief of Police
1	F	1	2.	Seattle Transportation Representative	Diane Walsh	4/1/2023	3/31/2026	N/A	Director of Transportation
		1	3.	Seattle Public School District No. 1 Representative	Sara Colling	4/1/2022	3/31/2025	N/A	Superintendent of Seattle Public Schools
6	F	7	4.	Seattle Public School District No. 1 Representative	Yvonne Carpenter	4/1/2022	3/31/2025	N/A	Superintendent of Seattle Public Schools
6	F	6	5.	Representative of Parents	Mary Ellen Russell	4/1/2022	3/31/2025	3	Mayor
			6.	King County Metro Representative	Robbie Frankel	4/1/2020	3/31/2023	N/A	Metro Transit General Manager
6	F	6	7.	Member At Large	Kelsey Rote	4/1/2023	3/31/2026	1	Mayor
6	F	6	8.	Member At Large	Noa Guter	4/1/2022	3/31/2025	1	Mayor
	F	5	9.	Member At Large	Marilyn K. Firman	4/1/2021	3/31/2024	2	Mayor
6	F	3	10.	Pedestrian Safety Representative	Margaret McCauley	4/1/2023	3/31/2026	2	Mayor
6	M	1	11.	Bicycle Safety Representative	Ryan Baum	4/1/2023	3/31/2026	1	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	1	5								5								
Council																		
Other		2			1					1								
Total	1	7			1					6								

### 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.*