



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Lisa Reager</i>		
Board/Commission Name: <i>Joint Apprenticeship Training Committee (JATC)</i>		Position Title: <i>Member</i>
Appointment OR <input checked="" 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: * 1/1/2022 to 12/31/2024 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>	
Residential Neighborhood:	Zip Code: 98116	Contact Phone No.: [REDACTED]
<p>Background: I have spent most of my career in retail automotive – briefly as a tech, then a service advisor/assistant manager/service manager/fixed ops director, and now the Deputy Division Director of Fleet Operations. I am on the advisory board for Shoreline Community College GST/AST program, and the STEM advisory board for Meadowdale High School for the Automotive (suspended since COVID). I am looking forward to the opportunity to restart the apprenticeship program for Fleet Management.</p> <p>I respectfully request appointment to the Joint Apprenticeship Training Committee (JATC).</p>		
Authorizing Signature (original signature): <i>Bruce A. Harrell</i>		Appointing Signatory: <i>Bruce A. Harrell</i> <i>Mayor of Seattle</i>
Date Signed (appointed): 3/11/2022		

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

LISA REAGER

Operations Management

Collaborative communicator with 10+ years leading fixed operations within the automotive industry, including Volvo, Mazda, and Mercedes Benz. Committed to creating a diverse group of self-sufficient leaders to achieve results by driving high-performance behaviors through servant leadership and coaching. Demonstrates a strong track record of success in driving operational excellence, boosting client satisfaction, and growing talent while increasing sales and profits.

Career Highlights

- ✓ Collaborated with sales department to create used car reconditioning plan, reducing turnaround time from 12 to four days and growing department revenue from \$5K to \$50K per month, *Volvo*
- ✓ Utilized Kaizen process to improve operational efficiency, realizing a 30% productivity increase, *Volvo*
- ✓ Tripled annual operating profit through process development, achieved 87% absorption, *Volvo*
- ✓ Improved Net Promoter Score (NPS) rank from 8th in 2019 to 5th in 2020, *Volvo*
- ✓ Established new parts processes, resulting in fill rate increase from 69% to 92%, idle inventory decrease to 1.8%, and improved inventory performance (discrepancy reduced from \$150K to \$10K, *Doug's (Mazda)*)
- ✓ Increased per-transaction revenue year-over-year by 10% in 2015, 16% in 2016, 16% in 2017, and 5% in 2018, *Doug's*

Core Expertise

Strategic Planning | Operations | Training and Development | Quality Assurance | Process Improvement | Project Management
Cross-Functional Leadership | Policies and Procedures | Regulatory Compliance | Customer Satisfaction | KPI & ROI Tracking

PROFESSIONAL EXPERIENCE

Fixed Operations Manager – Service | Volvo Cars Seattle, Seattle, WA Feb 2019 – Nov 2020

- Managed shop upgrade projects, including remodel for EV service area, tire shop, VSS shop (2-person/lift work area)
- Led implementation of Volvo Simplified Service program (lean process operations)
- Deployed an integrated service management tool used by advisor and tech teams, drove system and process integration, recognized as only store in auto group to meet all performance standards before end of 90-day implementation period
- Managed on-line scheduling software to ensure functional integration with website, marketing, and valet service software
- Created processes and training program to support technology enhancements, resulting in a 300% increase in department net profit
- Improved employee compensation while reducing payroll expense from 38% to 23% of sales (NADA national benchmark 25%)
- Implemented a plan to share hours and cycle time off between all team members, leveraging a people-first approach during COVID-related shutdowns

Service Director | Doug's Mazda Hyundai, Seattle, WA May 2013 – Jan 2019

- Planned and led opening of a new service facility: coordinated construction and advertising, deployed IT systems, established new service and parts department workflows
- Corrected warranty, quality of work, and environmental compliance issues through internal audits and OKR plans
- Improved CX ranking from bottom 20% of dealers in the nation to receiving district service awards
- Managed staff at 2 locations, created new hire training documents, and ran bi-weekly training for new advisors
- Partnered with tech training programs to recruit apprentices and created a mentorship system
- Collaborated with IT manager to correct integration issues with dealer management system and on-line scheduling software

Assistant Service Manager | Phil Smart Mercedes Benz, Seattle, WA Nov 2006 – May 2013

- Planned, scheduled, and dispatched car repair work for high-end vehicles (including SLR and AMG) to tech team
- Collaborated with sales to maintain CSI scores consistently 90+ and a high rate of client retention
- Consistently ranked in top 2 (out of six advisors) for average monthly gross sales and KPIs
- Average annual sales of \$1.5M, 2.63 hours/RO, \$359.31 sales/RO, and 81.9% gross profit

Additional Roles include *Assistant Service Manager* at Smythe European Mercedes Benz, San Jose, CA 2001-2006

ADDITIONAL INFORMATION

Certifications: NADA Fixed Operations II Certificate (April 2017), Google Project Management Certificate (Pending May 2021), Aspireship SaaS Sales Account Executive Training Certificate (Apr 2021), on-going professional training (LinkedIn)

Education: Bachelor of Science, Planning, Public Policy and Management at University of Oregon

Professional Affiliations: Advisory Board Member at Meadowdale High School Automotive Technology Program (STEM) (2016 – Present), Advisory Board Member at Shoreline Community College Automotive Technology Program (2014 – Present)

Technical Proficiency: Google Workspace, MS Office Suite, Google Analytics, Slack, Zoom, Zendesk, X-time, CDK, automotive-specific proprietary CRMs and ticketing systems, and SQL (basic query use)

Joint Apprenticeship Training Committee (JATC)

6 Members with three year terms. Pursuant to Resolution 16820, 29680, and Ordinance 107790. All members subject to City Council confirmation:

- # City Council-appointed
- 6 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
5	F	N/A	1.	City Service	Michiko Starks	1/1/22	12/31/24	1	Mayor
6	M	N/A	2.	Organized	Kurt Swanson	1/1/21	12/31/23	1	Mayor
9	M	N/A	3.	City Service	Todd Snider	1/1/21	12/31/23	1	Mayor
6	F	N/A	4.	City Service	Lisa Reager	1/1/22	12/31/24	1	Mayor
6	M	N/A	5.	Organized	Tom Kelly	1/1/22	12/31/24	1	Mayor
2	M	N/A	6.	Organized	Jeffrey G. Berry	1/1/22	12/31/24	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 (Specification Optional)	Caucasian/ Non- Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	4	2				1			1	3			1
Council													
Other													
Total	4	2				1			1	3			1

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.*