




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Seujan Bertram		
Board/Commission Name: Pike Place Market Preservation and Development Authority		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:	Date Appointed:	Term of Position: * 7/1/2023 to 6/30/2027 <input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood/Council District: 5	Zip Code: 98125	Contact Phone No.: [REDACTED]
Background: <p>Seujan Bertram is a C-suite executive with a track record of driving revenue growth, scaling global operations, and leading innovation across SaaS, AI, and enterprise tech. Her leadership journey spans companies like Starbucks, Tableau, and Amdocs, and she has delivered over \$150M in revenue growth while building high-performing teams and navigating complex organizational change.</p> <p>Currently, she serves as Fractional COO at Shaw/Scott, leading operations, services and sales while positioning the agency for long-term growth. She also served on the Board of Seattle Credit Union, where she provided strategic and governance oversight with a focus on sustainable growth and inclusion.</p> <p>Her commitment to the values of Pike Place Market and her insight will further the Market's mission of meaningful diversity and inclusion in decision making as the Pike Place Market PDA Council implements its strategic plan.</p>		
Authorizing Signature (original signature):  June 27th, 2025		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.

SEUJAN BERTRAM, MBA

SUMMARY

Strategic executive leader with extensive C-suite experience delivering revenue growth, scaling global operations, and driving innovation at leading brands like Starbucks, Tableau, and OpenMarket (an Amdocs company). Achieved a \$315M exit at OpenMarket by doubling revenue over three years, demonstrating a strong ability to scale businesses and deliver shareholder value. Played a key leadership role during Tableau's hypergrowth and IPO, contributing to its position as a market leader. Expertise in digital transformation, operational efficiency, and building high-performing, results-driven teams. Governance and financial oversight expertise includes board service with mission-driven organizations, including the Seattle Credit Union. Currently advising organizations on strategy, scale, and operational clarity. Well-positioned for CEO opportunities that require transformative leadership and executional depth.

WORK EXPERIENCE

12/2024 – present

Shaw/Scott – Seattle, WA

Leading strategic transformation at a boutique MarTech agency

Fractional COO

- **Organizational Alignment:** Rebuilt team structures and introduced OKRs to drive cross-functional clarity and accountability.
- **Revenue Acceleration:** Revamped sales compensation and GTM strategy, improving pipeline quality and reactivating stalled revenue growth.
- **Operational Efficiency:** Streamlined delivery operations, improving internal workflows and elevating client satisfaction.

6/2024 – present

CxO & Advisory Solutions, LLC – Seattle, WA

Advisor to emerging AI companies, guiding GTM, org design and scalability for growth

Founder | Fractional CxO and Advisor

- **Advisor to Emerging AI Companies:** Guide GTM, organizational design, and scalability for early-stage growth.
- **Fractional COO, NomadGo** (Spatial AI Startup): Assessed operations and defined a scalable growth strategy and team structure.

11/2021 – 03/2024

Quid – Santa Clara, CA

AI-powered social media listening and market intelligence platform

Chief Operating Officer

- **Sales Growth & GTM Success:** Delivered 23% enterprise revenue growth and exceeded targets by 15% through strategic upsells. Achieved this through operational realignments, and reorganization of sales and marketing functions.
- **Operational Efficiency:** Established a revenue operations function, saving \$500K annually and increasing lead-to-sales conversion by 20%.
- **Team Development & Culture:** Managed a team of 160+, reduced turnover by 10% and increased employee satisfaction through strategic HR and culture initiatives.
- **Acquisition Integration:** Led the integration of RivalIQ, contributing to sustained 20% annual growth, demonstrating leadership through post-acquisition growth.

03/2018 – 08/2021

OpenMarket (an Amdocs Company) – Seattle, WA

Global provider of cloud-based mobile messaging solutions to enterprises

Chief Operating Officer

- **Revenue Leadership:** Drove annual revenue growth of 23% to 30% as a member of the executive team. This culminated in the successful \$315 million sale of the company.
- **Global Leadership:** Directed a multinational team of 140+, streamlining operations to consistently exceed performance targets.
- **Company Culture:** Championed strategic inclusive initiatives, boosting team motivation and improving employee engagement and satisfaction scores.

	<ul style="list-style-type: none"> ▪ Acquisition Management: Led the integration and management of a 90+ member Customer Success team across 60+ global offices following the acquisition, ensuring business continuity and operational alignment.
12/2012 – 03/2018	Tableau Software – Seattle, WA <i>Global leader in data visualization and analytics</i>
09/2015 – 03/2018	Director, Worldwide Customer Programs & Operations <ul style="list-style-type: none"> ▪ Global Leadership: Managed 60+ program managers to deliver Customer Support and Success initiatives, improving service delivery and satisfaction across APAC, EMEA, and LATAM. ▪ Program Revenue: Designed and launched the Tableau Support Services program, generating \$2M+ in new revenue within the first year. ▪ Operational Efficiency: Streamlined support processes using customer feedback and product telemetry, reducing support cases and saving \$500,000 annually. ▪ Training & Development: Led training and certification initiative for 800 employees, enhancing technical skills and product expertise company wide.
12/2012 – 08/2015	Senior Manager, Technical Customer Success <ul style="list-style-type: none"> ▪ Revenue Growth: Scaled annual revenue from \$100K to \$3M by developing and implementing a Technical Account and Escalation Management program. ▪ Team Leadership: Recruited, built, and managed a global team of 50+, delivering premium white-glove services to Enterprise Customers and scaled operations to meet growing service demands effectively. ▪ Customer Success: Achieved a 95% satisfaction rate among enterprise customers through improved loyalty metrics.
03/2007 – 12/2012	Starbucks – Seattle, WA <i>International coffeehouse chain and retail innovator</i>
04/2009 – 12/2012	Manager, Web & Mobile Engineering <ul style="list-style-type: none"> ▪ Product Innovation: Developed and launched the Starbucks mobile app, driving a 212% rise in transactions and 3M+ global users.
03/2007 – 04/2009	IT Incident Management <ul style="list-style-type: none"> ▪ Operational Excellence: Reduced incidents by 80%+ monthly through a robust incident management framework.

MEMBERSHIPS & BOARD EXPERIENCE

11/2018 – 05/2025	Seattle Credit Union – Seattle, WA Advisory Board Director (2024-2025) <ul style="list-style-type: none"> ▪ Returned to serve the SCU community, board chair, and CEO as an at-large advisor, contributing to organizational oversight and strategic alignment. Board Director (2018 – 2021) <ul style="list-style-type: none"> ▪ Served as Board Secretary and Chair of Governance and Nominations Committees.
02/2022 – present	Chief – New York, NY Seattle Founding Executive Member <ul style="list-style-type: none"> ▪ Actively promote and retain women in C-suite roles.
06/2021 – present	Flying Fish Partners – Seattle, WA LP Investor <ul style="list-style-type: none"> ▪ Advance AI and ML technology companies in the U.S. and Canada via strategic investments.

EDUCATION

Seattle University – Seattle, WA
 Master of Business Administration (MBA)
Binghamton University – Binghamton, NY
 Master of Arts (MA), Social Sciences
West Chester University of Pennsylvania – West Chester, PA
 Bachelor of Science (BS), Education

Pike Place Market Preservation and Development Authority

June 2025

12 Members: Pursuant to RCW 35.21.730 and Seattle Municipal Code 3.110; all subject to City Council confirmation, 4-year terms:

- 4 Mayor-appointed
- 8 Other Appointing Authority-appointed (specify): (4) Constituency and (4) PDA Governing Council

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	M	7	1.	Member	Gabriel Grant	7/1/22	6/30/26	1	Mayor
6	M	3	2.	Member	Paul Neal	7/1/21	6/30/25	2	Governing Council
6	M	7	3.	Member	Devin McComb	7/1/21	6/30/25	2	Mayor
6	M	7	4.	Member	Nick Setten	7/1/22	6/30/26	2	Constituency
6	M	6	5.	Member	Russell Monroe	7/1/21	6/30/25	1	Constituency
6	M	7	6.	Member	Augustine Rietsema	7/1/23	6/30/27	1	Governing Council
1	M	7	7.	Member	Gundeep Singh	7/1/24	6/30/28	2	Mayor
6	F	6	8.	Member	Margaret Norton-Arnold	7/1/22	6/30/26	1	Governing Council
6	F	N/A	9.	Member	Christine Vaughan	7/1/24	6/30/28	1	Constituency
6	F	7	10.	Member	Gina Karaba	7/1/23	6/30/27	1	Constituency
6	F	N/A	11.	Member	Patrice Barrentine	7/1/24	6/30/28	4	Governing Council
9	F	5	12.	Member	Seujan Bertram	7/1/23	6/30/27	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	Caucasian/ Non- Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	3	1			1					2			1
Gov. Council	2	2								4			
Other	2	2								4			
Total	7	5			1					10			1

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.