



# City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> <i>Marc Hoecker</i>		
<b>Board/Commission Name:</b> <i>Seattle Freight Advisory Board</i>		<b>Position Title:</b> <i>Member</i>
<input checked="" type="checkbox"/> <b>Appointment</b> OR <input type="checkbox"/> <b>Reappointment</b>		<b>City Council Confirmation required?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Appointing Authority:</b> <input checked="" type="checkbox"/> City Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>		<b>Term of Position: *</b> 6/1/2024 <b>to</b> 5/31/2026  <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
<b>Residential Neighborhood:</b> <i>Bainbridge</i>	<b>Zip Code:</b> <i>98110</i>	<b>Contact Phone No.:</b> [REDACTED]
<b>Background:</b> <i>Marc is a senior consultant advising public and private sector clients in freight, logistics, public financing, industrial real estate development and shared passenger and freight rail infrastructure.</i>		
<b>Authorizing Signature (original signature):</b>  <b>Date Signed (appointed):</b> <i>7/25/24</i>		<b>Appointing Signatory:</b> <i>Rob Saka</i> <i>Councilmember</i>

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

# MARC HOECKER

Strategic leader with proven track record leading complex projects, public-private partnerships, raising capital and driving operations oversight seeking public leadership Pacific Northwest opportunity in transportation infrastructure.

## Experience

**WSP '23-Present** Seattle, WA

**Vice President, Freight and Logistics Advisory**

*Senior Consultant advising public and private sector clients in freight, logistics, public financing, industrial real estate development and shared passenger / freight rail infrastructure. Sample projects:*

- **Utah Inland Port Authority:** Comprehensive statewide logistics strategy emphasizing master planning, industrial, and economic development of designated tax-increment zones with freight rail access for sustainable economic growth. Lead manager for partnership engagement
- **Albuquerque Airport:** Lead advisor on team developing approach for expanding cargo services across transportation modes and facilitating adjacent industrial development
- **New Jersey Meadowlands Industrial Development:** Lead author for white paper proposing high-density industrial development zones in proximity to Port of New York and New Jersey
- **Federal Grants:** Lead writer for Federal Grant Programs (Infra / Mega / FRA – FSP / Corridor ID)
- **Strategic Advisor** for rollout of \$66B FRA Passenger Rail Grant Program

**Amazon '20-'22** Seattle, WA

**Head, Amazon Relay Intermodal Drayage Transportation**

*Launched intermodal drayage marketplace from concept to scale in 18 months, opening a new web product across Amazon's Relay suite (Contracts, Load Board, Driver App, Payments, Pricing)*

- Current savings averaging \$200 / load versus legacy contract carriers, or ~\$100M annualized as Amazon 53' domestic container fleet scales 10x in 2022
- Directed recruiting of 700+ certified carriers to join Relay to service Amazon in 2021, scaled to 3,700 Q3 2022. Negotiated industry-first agreement with Intermodal Association of America (IANA) to share carrier UIA qualification data and integrate directly into Relay product, increasing roster to 2,600 Q1 '22
- Led Amazon's tech collaboration with Class I railways, prioritizing tech roadmap to drive precision intermodal services between rail carriers and customers
- Piloted port drayage on Relay in Savannah and LA / Long Beach, establishing Q3 2022 tech launch plan to serve international container (20'/40'/45') drayage for Amazon inbound freight

**R.K. Realty '18-'20** Tampa, FL | Seattle, WA

**Vice President**

*Principal General Manager for privately held real estate investment partnerships*

- Industrial, retail, residential and land portfolio management, maintenance and administration; managed RFPs, tenant improvements, contract negotiation, leasing, sales, construction
- Opportunity zone strategy, acquisitions; LEED AP, Real Estate License – FL, WA

**Norfolk Southern** Norfolk, VA | Atlanta, GA

**Director Marketing '15-'18**

*Sales and Marketing leader managing 10-person team for \$800M industrial customer network across North America; led cross functional teams on strategic initiatives and business development*

- Grew franchise contribution 5% through pricing, volume and contract management; doubled waste franchise volume; implemented simplified index-based contracts that auto-adjust to market
- Partnered on program development to win \$15M public funding to open bridge for 60'F railcars
- Created business strategy yielding \$400M budget plant investment and 350 jobs in Macon, GA
- Managed coaching, staffing, succession planning, recruitment, and procedure development; emphasized staff training exposure to field operations, safety policies and customer experience
- Managed forecasts driving operating budgets, capital planning, procurement policies
- Directed life-cycle planning, maintenance and procurement strategies for 25,000 railcar fleet

## **Director Strategic Planning '10-'15**

*Promoted to lead project teams and provide strategic direction to leverage private and public sector capital fulfilling customer needs and open new business development opportunities*

- Project team lead for \$200M+ budget Public-Private Partnerships that returned passenger train service to Norfolk and Roanoke, VA. Infrastructure improvements: Cleared 6 tunnels for double-stack intermodal, 10 miles double track, 75 miles bi-directional, double-track signal system, new CSX-NS connection, 2 maintenance facilities, 2 stations, mainline speed upgrade to 79 mph
- Beginning to end project management / administration for feeder network sale and lease to third-parties; develop capital budgets, risk assessment, business case, governance / financial approvals
- Change management lead for Crescent Corridor capital, operations service delivery, labor policies. Presented findings to executive leadership, reducing service schedule 10 hours
- Created successful partnership with VA State DOT to rehab bridge for Bus Rapid Transit (BRT)
- Natural gas locomotive program development advisor to executive team
- Communications speech writing for CEO

## **Senior Manager '08-'10**

*Program Management for technical development, design, and implementation of fuel-saving system*

- Scaled 12-unit pilot program to full implementation (500+ units) in 18 months. Managed stakeholder collaboration with IT, operations, legal, engineering, labor and presented results alongside executive leadership to Wall Street analysts at annual investor day (2009)
- Yielded 4% fuel savings, totaling ~\$50M annually; technology accelerated launch of P.T.C.

## **The Related Companies '07 New York, NY**

### **Summer Associate**

*Planning and financial management support services for NY Penn Station transit oriented development*

- Developed air-rights transfer strategy for negotiation with New York City Planning

## **Amtrak New York, NY | Washington, DC | Philadelphia, PA**

### **Principal, Business Development '06**

*Strategic partnership collaboration with public administration agencies*

- Program management, budgeting for enhanced Albany – New York express operations

### **Industrial Engineering Officer '05**

*Internal management engineering for continuous improvement initiatives*

- Managed reporting scorecards that tracked safety, maintenance, regulatory compliance and KPI's

### **Service Operations Supervisor / Assistant Trainmaster / Conductor '02-'04**

*Promoted to supervise all aspects of transportation service delivery aboard trains*

- Proven management record supervising 60 union employees in service operations

### **Special Assistant to President and CEO '01-'02**

*Project manager and executive assistant to senior management*

- Served Amtrak response during 9/11; communications correspondence from CEO

## **Rail Passengers Association '01-'02 Washington, DC**

### **Public Policy Lobbyist**

*Promoted public transportation policies in Congress and served as spokesperson*

- Achieved 150 cosponsors in coordination with APTA, FTA, FRA, AAR, ASLRRRA, RPI, STPP

## **Education**

### **Harvard Business School '06-'08 Boston, MA**

MBA • Real Estate Symposium Chair • Thesis: Sustaining the Class I Rail Enterprise • Harvard Cycling

### **Pennsylvania State University '95-'00 State College, PA**

B.S. Industrial Engineering • Honors College Graduate • Honors Thesis: U.S. Passenger Rail Policy • Co-ops: *Bombardier, IBM, Walt Disney World* • Business Plan Finalist: Naptel – mini-hotels

### **Congress-Bundestag Exchange '99-'00 Germany**

Lived in Köln, Stuttgart, Karlsruhe • German Proficiency • Deutsche Bahn (German Railways) Apprenticeship

# Seattle Freight Advisory Board

12 Members: Pursuant to Resolution 31243, 11 members subject to City Council confirmation, 2-year terms:

- 6 Mayor- appointed
- 5 City Council- appointed
- 1 Other Appointing Authority: Port of Seattle

## Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
		-	1.	Member	Marc Hoecker	6/1/2024	5/31/2026	1	City Council
		1	2.	Member	Dan McKisson	6/1/2024	5/31/2026	2	City Council
6	M	3	3.	Member	Erik Nielsen	6/1/2023	5/31/2025	1	Mayor
6	M	7	4.	Member	Dan Gatchet	6/1/2024	5/31/2026	2	Mayor
6	F	3	5.	Member	Nicole Callais	6/1/2024	5/31/2026	1	Mayor
6	M	2	6.	Member	Nigel Barron	6/1/2024	5/31/2026	2	Mayor
		-	7.	Member	Eric Wright	6/1/2023	5/31/2025	2	City Council
6	M	4	8.	Member	Herb Krohn	6/1/2023	5/31/2025	1	City Council
		-	9.	Member	Dan Kelly	6/1/2023	5/31/2025	2	Mayor
6	M	6	10.	Member	Zachary Robert	6/1/2023	5/31/2025	1	City Council
6	M	6	11.	Member	Stanley W. Ryter	6/1/2024	5/31/2026	2	Mayor
6	F		12.	Member	Geri Poor	N/A	N/A	N/A	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	1								5			
Council	2									2			
Other		1								1			
<b>Total</b>	<b>6</b>	<b>2</b>								<b>8</b>			

### 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.*