





City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Nick Duda</i>		
Board/Commission Name: <i>Southeast Design Review Board</i>		Position Title: <i>Business Representative</i>
<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 type="checkbox"/> Mayor <input checked="" type="checkbox"/> Other: <i>Joint Mayor & Council</i>	Date Appointed: <i>mm/dd/yy.</i>	Term of Position: * <i>4/4/2024</i> to <i>4/3/2026</i> <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: <i>Schmitz Park</i>	Zip Code: <i>98116</i>	Contact Phone No.: <i>Business phone # - NOT personal phone #</i>
Background: <i>Nick has a background in client services within data analysis technology consulting organizations.</i>		
Authorizing Signature (original signature): 	Appointing Signatory: <i>Tammy J. Morales</i> <i>Seattle City Councilmember</i>	
Authorizing Signature (original signature): 	Appointing Signatory: <i>Bruce A. Harrell</i> <i>Mayor of Seattle</i>	

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

Nick Duda



Team leader with 17 years of experience, ranging from large, multinational organizations to startup consulting teams. Looking to make the transition from private to public sector, addressing key challenges and opportunities within Seattle and King County. Broad range of personal and academic interests, spanning economic development, geopolitics, consumer and big data technologies, with strong business, P&L management, and M&A fundamentals. Returning professionally from paternity leave and a professional sabbatical.

Skills

- **Strategy development and execution** driving high-impact, complex client solutions
- Exceptional **communication** skills, able to navigate complexity for both C-level presentations and executional team needs
- Highly strategic and long-term **critical thinking**, backed by extensive data analysis experience
- Highly **adaptable and flexible**, able to operate at all altitudes of key projects and initiatives
- Key focus on **process improvements**, improving efficiency and efficacy of client service needs
- Strong **team leadership** experience, with key focus on development and mentorship for growth

Experience

MARCH 2017 – AUGUST 2022

Stackline, an eCommerce and Data Analytics Firm

Joined in 2017 in a founding leadership role of a 10-person bootstrapped startup. Served in three different leadership roles, across different client facing teams, contributing to growth of staff to over 250 employees and annual recurring revenue over \$65M. Key stakeholder for all non-technical recruiting, product and services roadmap development, and designer of comprehensive strategy framework for applying proprietary data to inform client decisions.

MARCH 2022 – AUGUST 2022

Head of Customer Success / Stackline, Seattle, WA

Led Customer Success in an interim role due to significant team needs and a leadership transition and gap. Assumed role due to strong company knowledge and team trust to manage a 4-month period of major change. Onboarded and implemented two new external software systems for process measurement and automation, doubled the team headcount, and closed multiple client-facing process gaps in current SAAS support. Managed team of 20 through period of organizational change, including new team and client reporting structure, new tools integration, and new leadership. Early results drove an 18% increase in client touchpoints and 2% reduction in client churn. Transferred role to new leadership that I'd hired before leaving for paternity leave.

JANUARY 2020 – MARCH 2022

Director of Strategy and Insights / Stackline, Seattle, WA

Established and developed a strategy consulting organization within Stackline (\$6M+ in ARR), leading strategic engagements with both top Fortune 200 clients and high-growth mid-market brands, with focus on innovative consulting projects (M&A target sourcing and due diligence, unique analytical application of new data sources, and long-term digital investment projects). Tripled team size in two years, while launching a LATAM regional expansion initiative, renewing multiyear contracts for 15+ financial service firms, and establishing Stackline as a necessary due diligence partner for eCommerce acquisitions.

MARCH 2017 – JANUARY 2020

Director of Professional Services / Stackline, Seattle, WA

Led eCommerce and digital media service organization of up to 40+ team members, servicing channel marketing, sales, and analytical needs for top 30 Stackline clients. Ranging across multiple category verticals, managed over \$10M in revenue, and over \$500M in advertising buys, grew service organization by 90% CAGR over 3+ years in role. Multiple new products, services, data analyses, and team processes developed for internal and client needs, including customized reporting tools, creation of new GTM process, and novel profitability management process to drive client margin and Stackline's growth in the key service line of business.

JUNE 2015 – FEBRUARY 2017

Sr. National Sales Manager / KIND Snacks, Seattle, WA

Managed all P&L and Account sales activity for \$40M portfolio of eCommerce retailers for KIND Snacks, including Amazon, Walmart, and 8 additional smaller accounts. Grew overall book of business 38% while improving margins by 320bps through strategic management of assortment, promotional plans, and restructured core relationship with Amazon. Won Vendor of the Year as best-in-class vendor across Amazon Grocery teams due to elevated partnership.

MAY 2013 – MAY 2015

Sr. Vendor Manager / Amazon.com, Seattle, WA

Managed \$185M Musical Instrument category, leading negotiations with over 200 vendors, identifying and creating a new division wide process to eliminate over \$100M in aged and heavily unproductive inventory (driving \$3.4M in FCF), and implementing a best-in-class vendor experience initiative to the apprehensive Musical instrument industry vendors, increasing overall trust and partnership.

APRIL 2012 – SEPTEMBER 2012

Buyer, Digital Entertainment / Target, Minneapolis, MN

Initial member of three-person launch team for new digital media product. Created launch plan, initial studio negotiations across top 10 studios, and overall GTM strategy for Target Ticket, a digital video service planned to launch in mid-2013. Influenced product design, consumer experience product flows, and key feature prioritization.

JULY 2010 – APRIL 2012

Manager, Movies Department / Target, Minneapolis, MN

Managed team of 6 analysts and \$2.1B P&L for Target Movies department. Effectively managed through period of great change in movie industry, reengineering the entire reverse supply chain product flow, innovating on new inventory allocation and distribution methods. Led to final year delivering 25% sales

growth, 4% margin improvements, 6% contribution improvements. Won SVP award for Excellence in Q4 2011 and coached 4 team members to win quarterly division-wide awards.

JULY 2009 – JULY 2010

Replenishment Operations Consultant / Target, Minneapolis, MN

Division-wide consultant role, focused on \$7.5B Seasonal Home goods. Drove major improvements to seasonal inventory flow processes, increasing turnover by 20%. Led weekly 25+ person training session on tools, strategies, and broader corporate updates, through strong training and communication skills.

JULY 2007 – JUNE 2009

Sr. Business Analyst / Target, Minneapolis, MN

Responsible for inventory orders and allocation for \$130M Boy Apparel business. Won two Directors Awards for new process implementations to improve turnover rate and better segment major inventory buys for key seasons like Back-to-School.

Education

AUGUST 2003 - MAY 2007

Bachelor of Arts, Political Science / University of Notre Dame, South Bend IN

Multidisciplinary Minor: Science / Arts and Letters Honors Program

FEBRUARY 2006 – AUGUST 2006

Study Abroad & Independent Research / University of Notre Dame Australia, Fremantle, Western Australia

Design Review Board

42 Design Review Board Members: Pursuant to SMC 23.41.008, *all* members are subject to City Council confirmation, *two*-year terms that may be re-appointed to a second term:

- 12 City Council-appointed
- 13 Mayor-appointed
- 15 Joint Mayor and Council appointed
- 2 *Mayor appointed per SMC 3.51 (Get Engaged)*

Roster:

*D	**G	RD	Position No.	Position Title	Name († holdover, ‡ beginning mid-term)	Term Begin Date	Term End Date	Term #	Appointed By
1	M		1.	Local Residential, DT	Kuo, Jonas	4/4/2023	4/3/2025	1	Mayor/Council
6	M		2.	Local Community, NE	Lee, Todd	4/4/2023	4/3/2025	1	Mayor
6	M		3.	Development, SW	Schaefer, Gavin	4/4/2024	4/3/2026	1	Mayor
6	M		4.	Business/Landscape, W	Allwine, Stephen A ‡	4/4/2023	4/3/2025	1	Mayor/Council
9	M		5.	Local Residential, SW	McCulloch, Rob	4/4/2023	4/3/2025	1	Mayor
6	F		6.	Business/Landscape, E	van Geldern, Emily †	4/4/2022	4/3/2024	2	Mayor/Council
6	F		7.	Local Community, SE	Wild, Kirsten	4/4/2024	4/3/2026	1	Mayor
6	F		8.	Development, SE	Baxter, Brenda L.	4/4/2024	4/3/2026	1	Council
1	M		9.	Local Community, NW	Prathivadi, Keshav	4/4/2024	4/3/2026	1	Council
9	M		10.	Business/Landscape, NW	Wagner, Solomon	4/4/2023	4/3/2025	1	Mayor/Council
6	F		11.	Design Professional, E	Gage, Gina	4/4/2023	4/3/2025	2	Mayor
6	M		12.	Development, NW	Efthimiadis, Nicholas	4/4/2024	4/3/2026	1	Mayor
2	F		13.	Business/Landscape, DT	Vasser, Lisa	4/4/2024	4/3/2026	2	Mayor/Council
5	M		14.	Development, E	Arun, Akhil ‡	4/4/2023	4/3/2025	1	Council
6	M		15.	Development, NE	Say, Dan	4/4/2024	4/3/2026	1	Council
6	F		16.	Local Community, SW	McClurg, Jessie	4/4/2024	4/3/2026	1	Council
3	M		17.	Design Professional, NE	Herrera-Enzuate, Stuart	4/4/2024	4/3/2026	1	Council
1	F		18.	Design Professional, W	Sato, Norie	4/4/2023	4/3/2025	1	Council
5	F		19.	Local Community, W	Maas, Sarah Ashley	4/4/2024	4/3/2026	1	Mayor
6	M		20.	Development, DT	Bendix, Christopher	4/4/2023	4/3/2025	1	Council
3	F		21.	Business/Landscape, SW	Alvarez, Ana ‡	4/4/2023	4/3/2025	1	Mayor/Council
9	F		22.	Design Professional, SE	De Giuli, Adriana	4/4/2023	4/3/2025	1	Council
6	M		23.	Design Professional, NW	DiRaimo, Ryan	4/4/2023	4/3/2025	1	Mayor

9	M		24.	Local Community, E	Reilly, Joe ‡	4/4/2023	4/3/2025	1	Council
6	F		25.	Local Residential, NW	Böehm, Vanessa Martina	4/4/2024	4/3/2026	1	Mayor/Council
1	F		26.	Local Community, DT	Fortaleza, Che	4/4/2024	4/3/2026	2	Mayor
6	F		27.	Development, W	Ratray, Tiffany	4/4/2023	4/3/2025	2	Mayor
9	F		28.	Local Residential, NE	Schickler, Kayleigh	4/4/2023	4/3/2025	1	Mayor/Council
6	M		29.	Design Professional, DT	Woll, Jacob	4/4/2024	4/3/2026	1	Mayor
1	F		30.	Design Professional, SW	Li, Nicole ‡	4/4/2023	4/3/2025	1	Mayor/Council
6	M		31.	Business/Landscape, SE	Duda, Nick	4/4/2024	4/3/2026	1	Mayor/Council
2	M		32.	Local Residential, W	Ogunmola, Kinsley	4/4/2023	4/3/2025	1	Mayor/Council
6	U		33.	Local Residential, E	Cosman, Jacob	4/4/3023	4/3/2025	1	Mayor/Council
1	M		34.	Local Residential, SE	Zhang, Zi	4/4/2023	4/3/2025	1	Mayor/Council
6	M		35.	Business/Landscape, NE	Doehr, Benjamin	4/4/2024	4/3/2026	1	Mayor/Council
2	F		36.	Get Engaged	Abdulkadir, Shabazz	9/1/2023	8/31/2024	1	Mayor (SMC 3.51)
6	F		37.	Local Residential, CA	Port, Brittany	4/4/2024	4/3/2026	1	Council
6	M		38.	Local Community, CA	Karlinsey, Ethan	4/4/2024	4/3/2026	1	Mayor
1	F		39.	Design Professional, CA	Wong, Samantha	4/4/2024	4/3/2026	1	Council
5	M		40.	Development, CA	Hirsty, Daniel	4/4/2024	4/3/2026	1	Mayor
1	F		41.	Business/Landscape, CA	Hu, Quanlin	4/4/2024	4/3/2026	1	Mayor/Council
N/A	N/A		42.	Get Engaged	Soulmani, Radia	9/1/2023	8/31/2024	1	Mayor (SMC 3.51)

New Appointments
Re-appointments
Vacant

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	8	6	0	0	1	1	0	0	2	9	0	0	1
Council	6	6	0	0	3	0	1	0	1	5	0	0	2
Joint	8	7	0	0	4	2	1	0	0	5	0	0	2
Total	22	19	0	0	8	3	2	0	3	19	0	0	5

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.