



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Gina Cristina Sima</i>		
Board/Commission Name: <i>City Light Review Panel</i>		Position Title: <i>Position 8 - At-Large Customer Representative</i>
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment		City Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input checked="" type="checkbox"/> City Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>		Term of Position: * <i>4/12/2024</i> to <i>4/11/2027</i> <input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: <i>Seattle, WA</i>	Zip Code: <i>98102</i>	Contact Phone No.: <i>[REDACTED]</i>
Background: Gina brings extensive experience in e-commerce and business strategy, managing a \$190 million portfolio at Amazon and helping thousands of small and medium-sized businesses grow through brand development and support. Her background in consulting and financial analysis has strengthened her skills in strategy, collaboration, and problem-solving. With a genuine interest in sustainability and community engagement, she is eager to contribute her expertise and perspective as Position 8 - At-Large Customer Representative on the Seattle City Light Review Panel.		
Authorizing Signature (original signature): <i>Alexis Mercedes Rinck</i> Date Signed (appointed): <i>9/15/25</i>		Appointing Signatory: <i>Alexis Mercedes Rinck</i> <i>Councilmember- Position 8</i>

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

GINA CRISTINA SIMA

SUMMARY

Results-oriented business strategist with extensive experience in e-commerce and category management, skilled in forecasting, long-term planning, financial modeling, and cross-functional collaboration. Proven track record in driving significant revenue growth, optimizing profitability, and implementing scalable processes. Adept at leveraging data-driven insights to influence strategic decisions and deliver impactful business outcomes.

WORK EXPERIENCE

AMAZON.COM

Seattle, WA

E-Commerce Sr. Category Manager, 05/2024 – Present

- Manage \$190M P&L consisting of consumables private brands products and leverage variance to forecasts to optimize profitability while driving growth
- Conduct comprehensive analysis and variance tracking to drive continuous P&L improvement and strategic decision-making
- Spearheaded new supplier strategy, resulting in +500 bps in subcategory profitability

E-Commerce Brand Accelerator Sr. Manager, 07/2021 - Present

- Delivered \$1.65B in merchandise value in 2023 (+35% YoY) from 1,700+ brands in the Amazon brand accelerator program
- Led accelerator program's 2023 Prime Day promotional and marketing strategy, delivering \$69.5M in sales (+40% YoY)
- Developed GTM strategies for 10 seller benefits, raising 2023 seller satisfaction rate to 83.8% (+650 bps YoY) and driving growth
- Collaborated with stakeholders to design and launch a new seller-facing UX feature, now the program's most utilized feature
- Streamlined program reporting, reducing manual work by 30% and improving cross-functional collaboration with automation
- Scaled program with yearly graduation and exit strategies, impacting 425 brands, leading to \$122M gross value over 12 months.

E-Commerce Senior Category Manager, 08/2019 – 06/2021

- Managed Pets portfolio P&L, delivering \$167M in 2020 revenue, exceeding profitability by +327bps and securing 22% growth
- Owned relationship with Pets vendors; exceeding 2021 negotiation vendor goal by \$1M and securing \$1.3M in negotiations wins
- Provided feedback to leadership on associate wellbeing and provided process-oriented solutions on areas of interest
- Led launch, onboarding, and management of specialty Pets consumables brands portfolio, delivering \$100M topline in 2020
- Standardized team data analytics and reporting, leading to 10 FTE hours in weekly time savings

E-Commerce Senior Marketing Manager Intern, 06/2018 – 08/2018

- Conducted feasibility model for monthly subscription service providing consumables Pets products
- Improved mobile engagement by +350bps via A/B testing of marketing templates, enhancing customer experience across devices

WATER STREET PARTNERS – management consulting firm focused on joint ventures and partnerships

Washington, DC

Sales and Client Services Associate Director, 01/2015 – 07/2017

- Managed 30+ accounts at C-suite level, contributing \$2.7M in 2016, over 30% of the company's total revenue
- Created customized onboarding work delivery plans, driving an 8% improvement in client retention
- Owned hiring, onboarding, coaching, and managing 6-person sales team to improve client acquisition and retention
- Developed lead assessment process across sales team, improving qualified lead conversion by 20%
- Organized programmatic pieces of Water Street services, leading to 12% improvement in subscription client retention

Sales and Client Services Associate, 03/2012 – 12/2014

- Awarded firm's first Employee Appreciation Prize as top sales associate and for contributing to the firm's culture
- Developed business development playbook for client services teams, driving +30% YoY improvement in lead generation
- Coordinated front-end business development efforts, raising ~\$3.85 million, over 50% of company revenue in 2013

EDUCATION

THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS, 09/2017 – 06/2019

Chicago, IL

MBA, Focus in Entrepreneurship, Strategic Management, Managerial Behavior and Organizational Change, GMAT Score 730

BATES COLLEGE, 08/2008 – 05/2012

Lewiston, ME

Bachelor of Arts, Politics & Psychology, Concentration in French, GPA 3.84, Magna Cum Laude, Phi Beta Kappa

SKILLS

Six Sigma Principles Certificate - SQL for Data Science Certificate - Responsible AI, Generative AI – Machine Learning University
Financial Modeling & Forecasting – P&L Optimization – Strategic Planning & Execution – Process Improvement & Automation
Stakeholder Management – Market & Trend Analysis

City Light Review Panel

9 Members: Pursuant to Ordinance 123256, all members subject to City Council confirmation, 3-year terms:

- 4 City Council- appointed
- 5 Mayor- appointed

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	M	5	1.	Economist	Bruce Flory	4/11/23	4/10/26	1	Mayor
6	M	6	2.	Financial Analyst	Louis Ernst	4/12/23	4/11/26	2	City Council
6	F	1	3.	Non-Profit Representative	Kerry Meade	5/1/24	4/30/27	2	Mayor
1	M	6	4.	Residential Customer Representative	Leo L. Lam	4/12/25	4/11/28	2	City Council
6	M	n/a	5.	Commercial Customer Representative	Ryan Monson	4/13/24	4/12/27	1	Mayor
2	M	n/a	6.	Industrial Customer Representative	Toyin Olowu	4/12/23	4/11/26	1	City Council
5	F	n/a	7.	Low-Income Customer Representative	Oksana Savolyuk	4/12/24	4/11/27	2	Mayor
6	F	7	8.	Member at Large	Gina Cristina Sima	4/12/24	4/11/27	1	City Council
6	M	n/a	9.	Suburban Franchise Representative	Joel Paisner	5/1/24	4/30/27	2	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	3	2							1	4			
Council	3	1			1	1				2			
Other													
Total	6	3			1	1			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.

My home address is 845 Bellevue Pl E, Apt 102, Seattle WA 98102.