




## City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> <i>Lynda Firey Oldroyd</i>		
<b>Board/Commission Name:</b> <i>Transportation Levy Oversight Committee</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> 1/1/2025 to 12/31/2028  <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
<b>Residential Neighborhood:</b> <i>South Rainier Beach</i>	<b>Zip Code:</b> <i>98118</i>	<b>Contact Phone No.:</b> [REDACTED]
<b>Background:</b> <i>I am interested in serving on the Transportation Levy Oversight Committee because of my passion for traffic safety in Seattle. As background, I co-founded the Rainier Ave S Traffic Safety Alliance to raise awareness of the traffic safety issues on Rainier Ave S and to create solutions.</i>  <i>Lynda was selected for appointment by Councilmember Mark Solomon (District 2).</i>		
<b>Authorizing Signature (original signature):</b>    <b>Date Signed (appointed):</b> 5/12/2025		<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.

Lynda Firey Oldroyd

## Professional Profile

World-class Consumer insight and strategy leader with extraordinary track record of impact, innovation and experience in consumer, brand and retail insights. Outstanding coach, creative problem solver and extraordinarily positive spirit.

Played an instrumental in Pepsi's evolution from soft drink company to total beverage company; Taco Bell's turnaround; Nordstrom's remaining relevant and vibrant in a challenging retail environment; and Starbucks' continued progress in both food and beverage growth. Currently broadening my experience and contributions in civic oriented initiatives.

## Experience and Accomplishments

**Rainier Avenue South Traffic Safety Alliance:** April 2024 – Present. Co-founded the alliance to reduce the number of serious accidents on Rainier Ave South.

*SDOT has verified that the average speed on Rainier Ave S is 40 MPH (25 MPH limit) and has identified 15 specific initiatives for Rainier Ave S, that they are in the process of addressing by year end.*

*The South precinct has ascertained periodic traffic enforcement for the street, resulting in a significant number of tickets per engagement.*

**WSU Extension Master Gardener:** January 2025 – Present. Provide relevant, unbiased, research based horticulture and environmental stewardship.

*I am personally focused on improving the aesthetics of the neighborhood; growing food for those who are food insecure; and building community through gardening.*

**Consumer Insight and Strategy Consultant:** November 2022 – Present. Work with a range of clients on customer and brand oriented business issues, like brand positioning, consumer segmentation, growth opportunities and new product development.

*Recently worked with a veteran oriented coffee company to expand its' portfolio and significantly expand its' future growth prospects.*

**Topgolf: Chief Customer Officer:** February 2018 – October 2022. Led consumer insights and strategy for the Topgolf brand, focusing on making the customer journey as frictionless as possible.

*Championed a cross-functional and more structured approach to inventory management, which led to the first consistent comparable sales increases for the business.*

*Helped the brand navigate through the full closure and systematic reopening of 57+ venues during COVID.*

**Starbucks: Senior Director Consumer Insights:** April 2016 – April 2017 Led global consumer insights team

in support of product development, innovation, positioning and communications.

*Reengineered Starbucks Reward product related customer analytics to focus on metrics and dashboards rather than complex analyses, resulting in massive productivity gains (1 ½ annual headcount), increased speed (from 6 months to 2 weeks) and enhanced insights.*

*Identified low hanging demographic growth opportunity, reflecting +3PP in comp sales.*

*Oversaw a broad based Millennial initiative that contributed to the reframing of the marketing strategy.*

**Nordstrom: Senior Director/VP Consumer Research:** August 2006 – April 2016 Created and led the Consumer Research team, a new area to the organization. Identified the key business needs; resources required to address them, optimal structure and organizational integration.

*Led the Off-Price Market Opportunity Study that drove a new strategic direction, resulting in 15.1% CAGR in off-price \$ from 2008 to 2015.*

*Initiated the Rewards Conjoint Study that led to tiered rewards and significant growth for Nordstrom. Membership increased 2X and member spend increased from 3X+ non-member spend between 2006 and 2016.*

*Led innovation and development research, which resulted in significant growth from initiatives like Weddings, Young Customer offerings, Active, new Store Design and Service evolution.*

*Led the Motivequest Social Media Study, which painted a picture of the future of service and laid the platform for related technological investments.*

*Identified opportunity to build sales in items < \$100 which resulted in growth of 7.5% vs. 4.7% average.*

*Introduced Employee NPS in 2014, which became foundational for our people strategy moving forward.*

*Introduced the Medallia Customer Experience Feedback system across FLS and Rack, which provides continuous feedback; a closed loop feedback system for the stores and critical information for corporate.*

*Introduced L2, which contributed to Nordstrom's sustained digital leadership.*

**Gap Inc.: VP Consumer Insights:** 2003-2006

**Levi Strauss and Company: Vice President, Marketplace Insights and Consumer Relations:** 2002-2003

**PepsiCo/Tricon (1986-1999) Taco Bell Corporation: Vice President, Consumer Insights & Brand Planning/VP/Sr Director:** 1994-1999

**Pepsi-Cola Company: Director/Group Manager/Manager:** 1989-1994

**Education** Virginia Polytechnic Institute & State University, Blacksburg, Virginia MBA Marketing

BS Marketing Management

# Transportation Levy Oversight Committee

**19 Members:** Pursuant to *Ordinance 127053*, all appointed members are subject to City Council confirmation, 4-year terms, except for the Get Engaged Member who will serve a 1-year term pursuant to SMC 3.51.

- 7 City Council-appointed
- 6 Mayor-appointed (includes 1 Get Engaged position)
- 1 Chair of City Council's Transportation Committee - Ordinance
- 1 City Budget Director - Ordinance
- 1 Seattle Pedestrian Advisory Board
- 1 Seattle Bicycle Advisory Board
- 1 Seattle Transit Advisory Board
- 1 Seattle Freight Advisory Board

## Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
			1.	Chair of CC's Transportation Committee	Rob Saka	N/A	N/A		Ordinance
			2.	City Budget Director	Dan Eder	N/A	N/A		Ordinance
6	M	5	3.	Ex-Officio Member	Wes Mills	N/A	N/A		Seattle Pedestrian Advisory Board
6	F	7	4.	Ex-Officio Member	Donna McBain Evans	N/A	N/A		Seattle Bicycle Advisory Board
6	M	7	5.	Ex-Officio Member	Zachary Burton	N/A	N/A		Seattle Transit Advisory Board
6	F		6.	Ex-Officio Member	Geri Poor	N/A	N/A		Seattle Freight Advisory Board
6	M	4	7.	Get Engaged Member	Leonard Harrison Jerome	01/01/25	8/31/25	1	Mayor
6	M	2	8.	Member	Jack Brand	01/01/25	12/31/28	1	Mayor
6	F	3	9.	Member	Alex Hudson	01/01/25	12/31/28	1	Mayor
6	M	6	10	Member	Chase Kitchen	01/01/25	12/31/28	1	Mayor
2	M	5	11.	Member	Kaid Ni Ray-Tipton	01/01/25	12/31/28	1	Mayor
2	F	2	12.	Member	Nafiso D. Samatar	01/01/25	12/31/28	1	Mayor
6	M	1	13.	Member	Steven C. Pumphrey	01/01/25	12/31/28	1	City Council
	F	2	14.	Member	Lynda Firey Oldroyd	01/01/25	12/31/28	1	City Council
3	M	3	15.	Member	Tyler J. Vasquez	01/01/25	12/31/28	1	City Council
			16.	Member		01/01/25	12/31/28		City Council

6	M	5	17.	Member	Jack Edson Whisner	01/01/25	12/31/28	1	City Council
			18.	Member		01/01/25	12/31/28		City Council
6	M	7	19.	Member	Kyle Nolan	01/01/25	12/31/28	1	City Council

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	2				2				4			
Council	4	1					1			3			
Other	2	2								4			
Total	10	5				2	1			11			

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.*