



# City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> Jan Hendrickson		
<b>Board/Commission Name:</b> Pike Place Market Preservation and Development Authority		<b>Position Title:</b> Member
<input type="checkbox"/> Appointment OR <input checked="" type="checkbox"/> Reappointment		<b>Council Confirmation required?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Appointing Authority:</b> <input type="checkbox"/> Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other:	<b>Date Appointed:</b> 12/18/2023	<b>Term of Position: *</b> 7/1/2023 to 6/30/2027  <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
<b>Residential Neighborhood/Council District:</b>  Leschi/3	<b>Zip Code:</b> 98144	<b>Contact Phone No.:</b>  [REDACTED]
<b>Background:</b> Recognized throughout her career for guiding organizations through periods of intensive change and growth in the areas of strategy, operational performance, fiscal rigor, resiliency, and people/culture development. Consistent history of P&L delivery and investor value creation. Key contributor at rapidly assessing current state of organizational maturity, talent, and infrastructure, and creating solutions to address critical gaps to support intelligent scaling and sustainable growth. Broad-based management background that includes CFO-level financial acumen and diverse best practices acquired from both private- and public-sector executive roles. Puget Sound Business Journal's "Woman of Influence".  Extensive corporate governance experience includes multiple chair positions, serving through high growth phases, turnarounds, recapitalizations, a successful bankruptcy, five sales and two wind-downs. Audit Committee Financial Expert. Excels at vision and strategy development, attracting C-level talent, and building board-executive level decisions.		
<b>Authorizing Signature (original signature):</b>  		<b>Appointing Signatory:</b> Bruce A. Harrell Mayor

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

# Jan Hendrickson

## Executive Leader & Corporate Board Director

Recognized for guiding organizations through intensive change and growth. Executive leader of strategy, operational performance, fiscal rigor, and people/culture development. Key focus and competency - swiftly assessing current organizational maturity, talent, and infrastructure, and creating solutions to ensure intelligent scaling and sustainable growth. Broad-based management experience includes CFO-level financial acumen and diverse best practices acquired from both private- and public-sector executive roles. A *Puget Sound Business Journal* "Woman of Influence".

Corporate governance experience includes multiple chair positions, and serving through high growth phases, turnarounds, recapitalizations, a successful bankruptcy, five sales and two wind-downs. Qualified Financial Expert.

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### AREAS OF EXPERTISE

Corporate Governance	Fiscal Management	Culture Change & Transformation
Board Reporting & Communications	Capitalization & Fundraising	Team Recruitment & Development
Executive Leadership	P&L Ownership	Market Positioning / Branding
Strategy Development & Assessment	Business Planning & Modeling	Ecommerce & Digital Marketing
Operational Excellence	Scaling for High Growth	

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### PROFESSIONAL EXPERIENCE

#### CORPORATE BOARDS (Selected)

Various Locations: 2005-Present

Concurrent with corporate leadership roles, have held several board appointments. SEC qualified financial expert.

- **RED LION HOTELS (NYSE: RLH). Director, Member of Audit, Compensation, Transaction Committees, 2020-2021.** Leading franchiser of midscale and economy hotel brands in the U.S and Canada. Sold to Sonesta International Hotels, April 2021.
- **THE COMMERCE BANK OF WASHINGTON. Director, 2012-2015; 2019-Present.** Business bank serving Washington State, now under Zion Bancorporation (NASDAQ: ZION). Resigned 2015 upon joining U.S. Bancorp; reinstated August 2019.
- **VIRGINIA MASON HEALTH SYSTEM. Director, 2019-Present.** Governing Board over acute care and teaching hospitals, regional medical centers and Benaroya Research Institute serving Washington State. Consistently ranks one of the top hospital systems in the country. Merged into Virginia Mason Franciscan 2021; now director of residual VMHS fiduciary board.
- **BUTTER LONDON. Chairman, Founding Director & Investor, 2005-2018.** Privately Held. Prestige beauty brand sold via ecommerce sites and serving retailers such as Nordstrom, Ulta, Sephora. Launched company on \$3M raised from Seattle investors. Led successful 2008 turnaround from insolvency. Sold to Encore Consumer Capital 2014 for 200% return.
- **TOOSUM HEALTHY FOODS. Chairman, 2014-2017.** Privately Held. Develops and markets gluten free, low calorie snack foods sold in U.S. retail stores, via ecommerce sites, and in several international markets.
- **TC GLOBAL (SEC Registrant: TULLY'S COFFEE CORPORATION). Chairman, Chair of Governance, Executive, Member of Audit, 2009-2013.** Leading specialty coffee brand operating stores throughout Western U.S. and Asia. Governed company through four-month Chapter 11 reorganization. Sold to one of 7 bidders for 2x forecasted estimate.

**CERES CHILL, Chief Operating Officer** Seattle, WA: 2021-Present  
Charged with scaling ecommerce consumer products brand in baby/breastfeeding space. Lead strategy development, financial management, operations, risk management, human resources and people development. Grew sales 100% in first year.

**TOASTER LABS (dba PULSE), Chief Operating Officer** Seattle, WA: 2019-2021  
Charged with scaling ecommerce consumer products brand in personal care, including platform extension into new consumer markets. Led financial management, capital raising, marketing, customer acquisition, operations, distribution, team development. Brought marketing in-house and established KPIs and data driven protocols. Established inventory system and processes, fiscal management policies and practices among other accomplishments. Tripled KPIs and sales during first year.

**ASCENT PRIVATE CAPITAL MANAGEMENT, Regional Managing Director** Seattle, WA: 2015-2018  
Recruited to manage a four-state region for division of U.S. Bank dedicated to providing high-touch investment management and family office services to ultra-high net-worth families (\$100M+).  
*Highlighted Impacts & Accomplishments*

- Inherited turnaround situation, requiring replacement of most senior team members within an exceedingly personalized practice setting; successfully recruited top-tier professionals in the fields of law, trust, accounting, investments, financial planning, and wealth management to carry practice forward.
- Grew client base from 12 to 23 families (500 souls) with average of \$400M in net worth; achieved \$2B in total AUM, driving double-digit levels of revenue and income growth.
- Achieved superior client ratings following complete rebuilding of the PNW's senior team.

**DENNY HILL CAPITAL, Managing Partner & Co-Founder** Seattle, WA: 2002-2015  
Co-founded seed-stage venture capital firm with consumer-focus investment strategy. Led deal flow, due diligence, investment decisions, portfolio management, fundraising, investor relations. Hands-on investor providing in-depth strategic development, executive coaching, fundraising for portfolio companies.  
*Highlighted Impacts & Accomplishments*

- Managed portfolio of 19 companies, 13 exits totaling \$180M in valuation creation.
- Through extensive network and established market position, arranged \$50M+ in financings.
- Personally responsible for curating executive teams and board members at five portfolio companies
- Board Director seats: WideAngle Technologies, Reclaim (Observer), PhotoRocket, CleverSet, q-Pharma.

**WIDEANGLE TECHNOLOGIES, CEO, 2014-2015 & Board Member, 2010-2015** Seattle, WA: 2010-2015  
Assumed leadership of technology startup to pivot from initial business model to new social platform enabling users to aggregate, integrate, organize, curate, and store digital media.  
*Highlighted Impacts & Accomplishments*

- Oversaw a successful rebrand and relaunch that attracted over 55M photos in 150 countries.
- Achieved top 1% of photo/video apps in the US Apple App Store.
- Brokered successful private sale of company, 2015.

**SELECTED CONSULTING ASSIGNMENTS** Seattle, WA & Boston, MA: 2000-2003  
THE BOEING COMPANY (NYSE:BA). Evaluated market and financial feasibility for extended Boeing Commercial role in travel and tourism industry, resulting in 10-year strategic plan and 3-year business plan.

NEW BALANCE ATHLETIC SHOE COMPANY. Developed three-year business plan to integrate heritage brand (PF Flyers) with limited assets into existing corporate structure, resulting in successful new product launch.

**SOUND TRANSIT, Chief Financial & Administrative Officer** Seattle, WA: 1994-1999  
Recruited as executive team member of complex \$5 billion construction and operating start-up. Served as lead advisor on all financial and operating policy matters to 18-member Board of elected officials.  
*Highlighted Impacts & Accomplishments*

- A primary author and negotiator of the 1996 financing plan approved by the voters within Puget Sound's three county Sound Transit district to implement the first phase of a regional high-capacity transportation system.

- Coordinated organization's growth from start-up to construction and operating entity with \$600M in annual program expenditures. Recruited and built diverse management team (financing, accounting, grants, treasury, contracting, risk management, real estate, information technology, facilities management).
- Closed first revenue bond issue, \$350 million, at historically low interest rates, generating \$50 million in project savings. Received highest ratings in the nation ever assigned to a transit agency (Standard & Poor's - AA; Moody's - A1).
- Directed award of 372 contracts with total value of \$699 million. Led successful \$23 million negotiation to acquire and renovate Union Station for Sound Transit's headquarters.

**PORT OF SEATTLE, Director of Finance & Administration**

Seattle, WA: 1989-1994

Hired as Manager of Financial Planning & Analysis overseeing \$250M in financing for this high-profile public sector agency. Rapidly promoted to director-level role overseeing a major change process assigning profit responsibility by individual line of business. Additionally, responsible for market research, and government/media affairs.

*Highlighted Impact & Accomplishments*

- Directed Port's first formal business plan, resulting in enterprise-wide restructuring by line of business for both Seaport and Airport, as well as related reengineering of all financial reporting, accounting systems, budgeting, and capital allocation processes.
- Developed and led execution of annual Seaport business plan, \$70M operating budget and \$600M capital investment program. Evaluated financial performance and recommended series of new business measures, all of which were approved and adopted by Port of Seattle Commission.

*Early career experience includes roles as a Research Specialist and Graduate-Level Teaching Assistant for Battelle Affairs Research Centers and the University of Washington, details available upon request.*

**COMMUNITY & CIVIC BOARDS (SELECTED)**

PIKE PLACE MARKET PDA (PRESERVATION & DEVELOPMENT AUTHORITY), Mayoral Appointee, 2021-Present

WORLD TRADE CENTER SEATTLE, Board of Governors, 2009-Present

COMMUNITY DEVELOPMENT ROUNDTABLE, Greater Seattle Chamber of Commerce, 2011-Present

- Chair, 2014-2015

CHARLES & EMMA FRYE FREE PUBLIC ART MUSEUM, dba FRYE ART MUSEUM, 2000-Present

- Chair, 2004-2006; Treasurer, 2016-Present

VIRGINIA MASON FOUNDATION, 2014-2021

- Chair, 2020-2021; Chair, Major Gifts, 2016-2019

WOODLAND PARK ZOOLOGICAL SOCIETY, 2001-2012; Emeritus Director 2013-Present

- Chair, 2006-2008; Chair, Development Committee; Chair, Public Affairs Committee; Vice Chair; Immediate Past Chair; Chair, Jungle Party

WELLSPRING FAMILY SERVICES OF KING COUNTY, 1997-2003

- Chair, 2000-2001; Treasurer, 1998-2000; Chair, Finance Committee

CITY OF SEATTLE PUBLIC-PRIVATE PARTNERSHIP REVIEW PANEL, 2000-2001, Chair

- Developed policy adopted by Mayor and City Council to address City participation in financing partnerships with private parties

LEADERSHIP TOMORROW, 1997-2001

- Curriculum Board, 1998-2001; Class of 1997

**EDUCATIONAL CREDENTIALS**

MASTER OF PUBLIC ADMINISTRATION. UNIVERSITY OF WASHINGTON, Evans Schools of Public Affairs

BACHELOR OF ARTS. UNIVERSITY OF WASHINGTON

Additional executive and fiscal management coursework through the University of Washington, Michael G. Foster School of Business, and University of California, John E. Anderson Graduate School of Management.

# Pike Place Market Preservation and Development Authority

September 2023

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	JJ McKay	7/1/22	6/30/26	2	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
1	M	5	6.	Member	Ray Ishii	7/1/23	6/30/27	3	Governing Council
1	M	7	7.	Member	Gundeep Singh	7/1/20	6/30/24	1	Mayor
6	F	6	8.	Member	Margaret Norton-Arnold	7/1/22	6/30/26	1	Governing Council
6	M	7	9.	Member	Gordon McIntyre	7/1/20	6/30/24	1	Constituency
5	F	7	10.	Member	Gina Karaba	7/1/23	6/30/27	1	Constituency
6	F	N/A	11.	Member	Patrice Barrentine	7/1/20	6/30/24	3	Governing Council
6	F	3	12.	Member	Jan Hendrickson	7/1/23	6/30/27	2	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	2			1					3								
Gov. Council	2	1			1					3		1						
Other	3	1								4								
<b>Total</b>	<b>8</b>	<b>4</b>			<b>2</b>				<b>1</b>	<b>10</b>		<b>1</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.