




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Adriane Musuneggi</i>		
Board/Commission Name: <i>Seattle Center Advisory Commission</i>		Position Title: <i>Member</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 type="checkbox"/> City Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>		Term of Position: * 9/29/2025 to 9/28/2028 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: <i>Queen Ann</i>	Zip Code: <i>98109</i>	Contact Phone No.: [REDACTED]
Background: <i>Throughout her career as a strategic product executive, Adriane Musuneggi has specialized in guiding organizations through periods of growth, innovation, and transformation. From Fortune 50 companies to entrepreneurial startups, her work has always centered around building community connections, enhancing user experience, and driving positive change.</i> <i>Beyond her professional experience, she is deeply committed to civic engagement, including graduating from Leadership Tomorrow (Class of 2018) and actively supporting global leadership and representation initiatives through organizations such as Vital Voices and 50/50 Women on Boards. She has also served in nonprofit leadership roles, including raising over \$1M for Seattle Children's Hospital through the Run for Children's Guild and advising on executive leadership transitions for Seattle Works.</i>		
Authorizing Signature (original signature):  Date Signed (appointed): August 4 th , 2025		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 the appointment date.

ADRIANE MUSUNEGGI

CHIEF PRODUCT OFFICER

Strategic product executive with a proven track record of driving revenue growth in organizations ranging from Fortune 50 category leaders to challenger brands and startups in the technology and healthcare space. Diverse experience leading innovative vision development across the product life cycle for customer, partner, and end-user groups to disrupt category dynamics and drive profitable business growth. Skilled at building world-class product teams, partnering across the C-suite, and fostering cross-functional stakeholder collaboration. Key member of leadership teams during significant transformation, M&A, and IPO activity.

Product Portfolio Management | Life Cycle Planning | Demand Generation | UX/CX Strategy | GTM Execution | B2B & Consumer Growth Planning | Innovation | Transformational Leadership | Cross-Functional Collaboration | Process Improvement

EXECUTIVE LEADERSHIP

Carrot Fertility 2023 to 2025

Senior Vice President, Global Product

Scaled and expanded global product offering for 2M+ members to provide access to culturally competent fertility care **across 5K+ medical experts and 10K+ partner clinics**. Directed a **team of 20 across product management, UX design, and content design** while building and leading the product operations function and reporting to the chief product officer. Drove product strategy and company-wide product planning to define a multi-year roadmap. Offered services through employers, consultants, and health plans for global clients, including Zoom, Henry Ford Health, and Salesforce.

- **Launched product capabilities and modularity** to support global expansion for pregnancy, menopause, and low testosterone journeys ensuring a tailored experience based on financial, regulatory, and cultural norms of each country to ensure culturally competent care.
- Launched first-in-industry gender affirming care journey, earning **Fast Company's 2024 Most Innovative Company**.
- Managed the product capabilities for financial reimbursement, including the Carrot Card, to **provide a seamless and secure payment option, supported in 50+ global currencies** to reduce payment friction and simplify complex international transactions for global workforces.
- Expanded the Carrot Rx product offering to **drive revenue diversification and decrease member Rx costs by 40%**.
- **Scaled the product platform** to support the launch of 24/7 phone support **to serve 130+ countries**.
- **Engaged 1M+ members** in partnerships with Growth and Engagement team to drive conversion and engagement across the member base.
- **Owned content strategy for educational product** content that guides members throughout their fertility journey.
- Expanded end-to-end localization and language support within the product platform by 10x.

Accomplishments

Fast Company's 2024 Most Innovative Company
Decreased member Rx costs 40%
Engaged 1M+ members

Accolade, Inc. (Nasdaq: ACCD) 2019 to 2022

Vice President, Product Management & User Experience (2021 to 2022) | Senior Director (2019 to 2021)

Led a global team of product, UX design, and research to define the product vision delivered by a 250+-member technology group; oversaw \$4M annual budget across this highly complex and matrixed organization. Scaled the portfolio of product and service offerings while consistently achieving 90%+ consumer satisfaction rating. Created product strategy, roadmap development, life-cycle management, and portfolio integration of 3 acquired companies while reporting to the chief innovation officer.

- Drove a **225%+ increase in revenue** while leading the team through a period of organizational hypergrowth by elevating existing offerings and developing new products and experiences.
- **Increased customer base by 600%+** and created the customer engagement strategy in partnership with sales and marketing to significantly grow existing accounts, which positioned the company for IPO.
- **Established collaborations with enterprise clients**—such as Meta, Comcast, Lowes, and American Airlines—to envision and implement innovative employee well-being products and programs.
- Member of the M&A team, playing a critical role in **defining and executing the company's strategic vision**, successfully integrating 3 post-acquisition organizations.

Accomplishments

Grew revenue to \$310M+
Increased customer base 600%+
10M+ members
Key member of IPO team
95% employee retention
Multi-company integration

ADRIANE MUSUNEGGI ■ ■ ■

- **Pivoted the product portfolio** to the “personalized healthcare services” category. Created and executed the strategic experience vision to reimagine the initial product suite and value proposition, identifying an untapped market niche.
- Transformed the experience by leveraging the strengths of the portfolio companies to become the **best-in-class leader in the personalized healthcare category**, a highly competitive and fast-moving market. Launched vision to enterprise customers, prospects, and investors, resulting in a 60%+ increase in RFP/RFI.
- Led the **transformation of employee experience** within the new organization to ensure synergies with the product vision by implementing a robust internal action and communication plan that garnered mission-critical feedback to redesign the organizational culture. Achieved a 95% retention rate.

Avvo (Acquired by KKR / Internet Brands 2018)

2016 to 2019

Director, Product Management & User Experience

Established the product vision and roadmap for this pioneering online legal services marketplace comprised of 300K+ active attorneys with 100M+ annual site visits. **Reported to the chief product officer.**

- Achieved **20%+ YOY revenue growth and 45%+ YOY web traffic increase** by leading a team of 25 cross-functional product, UX design, and research professionals in developing products to enable 100M+ consumers per year to acquire legal assistance from 300K+ active attorneys.
- **Increased organic web visits to 4M+** in partnership with marketing leadership to spearhead the integration of SEO best practices into the PDLC.
- **Key member of the M&A team**, positioning the company for acquisition by Internet Brands in 2018. Drove product integration into the Internet Brands legal portfolio in a highly complex and matrixed organization.

Accomplishments

Designed robust GTM strategy
45%+ YOY web traffic increase
20% YOY revenue increase

Walgreens (Acquired drugstore.com, Beauty.com, and VisionDirect.com (Nasdaq: DSCM) in 2011)

2005 to 2013

Director of Product Management

Promoted to director in 2010 to lead a team in defining and implementing strategic improvements to the entire portfolio of websites, mobile applications, and partner sites. **\$500M+ combined revenue.**

- Pivotal **member of the M&A team** providing due diligence for the \$429M acquisition by Walgreens in 2011. Appointed to the integration team to **expand and implement e-commerce functionality.**
- **Drove revenue growth and positioned the company for acquisition** by implementing a scalable third-party platform to create a digital presence for brands including Medco and Luxottica (LensCrafters and Pearle Vision).
- Led **multimillion-dollar redesign of Beauty.com** to elevate prestige positioning and transform the purchase experience to create a distinct property within the drugstore.com portfolio, earning **Internet Retailer’s “Hot 100 Award.”**

Accomplishments

M&A team member
Multimillion-dollar redesign of Beauty.com
“Hot 100 Award” from Internet Retailer

Previous positions include: Senior Director – Rivet & Sway | Program Manager – Microsoft | Technology Analyst – Accenture

ENTREPRENEURIAL EXPERIENCE

27, LLC

2013 to Present

Founder, Principal Consultant

Product and experience strategy consultancy guiding C-level leaders and founders in developing strategic product vision, life cycle, and roadmap decisions; securing multimillion-dollar seed funding; and positioning for acquisition. Provide cutting-edge product development strategies and scalable solutions in healthcare, personal care, legal, and e-commerce for brands including Beauty Brands, Paula’s Choice, Avvo, and Rivet & Sway (acquired by Glasses.com/Luxottica).

EDUCATION

Master of Science in Information Systems, University of Kansas

Bachelor of Science in Business Administration | Bachelor of Science in Mathematics, University of Kansas

PROFESSIONAL DEVELOPMENT

Women Board of Directors Program – University of Washington
Graduate – Leadership Tomorrow Seattle Class of 2018

COMMUNITY & PROFESSIONAL ENGAGEMENT

Member **Chief, Vital Voices Pacific NW Council, Private Directors Association, and Athena Alliance**
Supported the advancement of women's leadership worldwide.

Co-Chair & Senior Member **Seattle Children's Hospital Run for Children's Guild**
Raised \$1M+ for the Uncompensated Care Fund

Senior Advisor & Board Member **Seattle Works**
Led the social media and auction fundraising committees in addition to the executive director search.

Mentor **Year Up**
Mentored students as part of the organizational mission to empower 3K young adults annually.

THOUGHT LEADERSHIP

Panelist – University of Washington "Breaking into Product Management"
Panel Moderator – Avvo's "The Curiously Positive Impact of Negative Reviews"
Speaker – The Swing Shift Panel "The Power of Networking"

Seattle Center Advisory Commission

15 Members: Pursuant to Ordinances 91885 and 108936, 3-year terms; 1 Member pursuant to Ordinance 121568, 1-year term; all members subject to City Council confirmation:

- 16 Mayor- appointed

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	M	7	1.	Member	Matt Roewe	9/29/25	9/28/28	1	Mayor
6	F	7	2.	Member	Adriane Musuneggi	9/29/25	9/28/28	1	Mayor
6	M	7	3.	Member	Michael George	9/29/25	9/28/28	3	Mayor
6	M	7	4.	Member	Mark F. Dederer	9/29/25	9/28/28	6	Mayor
6	F	7	5.	Member	Sally Bagshaw	9/29/25	9/28/28	2	Mayor
6	M	7	6.	Member	John Olensky	9/29/23	9/28/26	2	Mayor
6	F	6	7.	Member	Sarah C. Rich	9/29/23	9/28/26	5	Mayor
6	F	1	8.	Member	Stacey E. Hutchison	9/29/23	9/28/26	2	Mayor
6	M	4	9.	Member	Eric Berlinberg	9/29/23	9/28/26	2	Mayor
6	F	7	10.	Vice Chair	Holly Golden	9/29/23	9/28/26	5	Mayor
2	M	4	11.	Member	Matthew Mead	9/29/24	9/28/27	2	Mayor
2	M	N/A	12.	Member	Eric Pettigrew	9/29/24	9/28/27	1	Mayor
7	F	2	13.	Member	Lara Mae D. Chollette	9/29/24	9/28/27	2	Mayor
6	M	N/A	14.	Vice Chair	Will Ludlam	9/29/24	9/28/27	5	Mayor
3	F	2	15.	Member	Gloria Alvarez Connors	9/29/24	9/28/27	5	Mayor
2	F	7	16.	Get Engaged Member	Lauren Campbell	9/1/25	8/31/26	1	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	8	8				3	1			11	1		
Council													
Other													
Total	8	8				3	1			11	1		

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.