


**City of Seattle
Notice of Appointment**

Name: Lucas Grothkopp		<input checked="" type="checkbox"/> Executive Appointment <input checked="" type="checkbox"/> Reappointment <input type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency
Residential Neighborhood: Queen Anne	Zip Code: 98119	Contact Phone No.: 425-203-8111
Appointed to: Fire Code Advisory Board, Public Representative		Date of Appointment: March 9, 2015 FILED CITY OF SEATTLE 2015 MAR 18 AM 9:22 CITY CLERK
Authority (Ord., Res.): Ord. No. 124707		Term of Office: From: March 30, 2015 To: March 30, 2018
Background: Mr. Grothkopp is a Seattle resident with a professional interest in marketing and corporate development. He has worked for a variety of iconic Seattle organizations, including Recreational Equipment, Inc. (REI), and the Seattle Seahawks where, since 2008, he has served as the director of sales and corporate partnerships. Mr. Grothkopp is passionate about Seattle's future as a vibrant, world class city with economic and recreational opportunities for all its residents, and this vision motivates his engagement on the Seattle Fire Code Advisory Board.		
Authorizing Signature: 		Name and Title of Officer Making Appointments: Mayor Edward B. Murray

Safeco Insurance - Safeco Field Promotions Manager (Internship) July 2005 - September 2005

- Managed contractual elements of Safeco's Stadium Naming Rights partnership with the Seattle Mariners
- Directed in-game promotions, game-night themes and sponsorship activation
- Designed trade show/sponsor booth and overall branding strategy
- Compiled statistics and then analyzed and forecasted promotions and marketing initiatives using Microsoft Excel and Access

Mt. Hood Meadows - Marketing Consultant December 2004 - July 2005

- Created an innovative customer retention and acquisition program to drive skiers and snowboarder's up to Mt. Hood during the skiing season

Warsaw Sports Marketing Center - Special Programs Marketing Director December 2004 - July 2006

- Programs included; Warsaw 3on3 Basketball Tournament, Women in Sports Symposium, Warsaw Golf Tournament, Jog for Jim 5K Run
- Recruited, hired and managed a staff of 12 promotional staff (street team/brand ambassadors)
- Increased event sales, producing the most teams in the events 9 year history (a 35% increase from the previous year)

Independent Consultant - Clinical Exercise Specialist August 2003-July 2004

Sound Health Solutions - Marketing/Sales - Clinical Exercise Specialist June 2000 - August 2003

- Developed and acquired clients and corporate support for the clinic through marketing presentations at partner companies and at health & fitness trade shows
- Created and maintained a database of key statistical data to support sales presentations and customer retention

Washington Institute of Sports Medicine - Sports Specific Trainer (internship) June 1999 - September 1999

- Assisted staff Physical Therapists
- Managed sports training programs for Husky Football, track and field, NBA & ultimate fighting athletes

Education:

Masters of Business Administration - Marketing, 2006
University of Oregon, Eugene, OR

Bachelor of Arts - Exercise Science, 2000
Western Washington University, Bellingham, WA

Board Memberships:

Seattle Fire Code Advisory Board Member (FCAB) July 2008 - Present

- Mayoral appointed Fire Code Advisory Board, confirmed by the Seattle City Council

Summary: 14+ year veteran of the marketing & corporate development world. Experience includes marketing strategy, sales, business analysis and development, user experience and design, SEO analytics, and project management. My broad experience has led to development of a holistic view of what is necessary to successfully strategize, plan, organize, deliver and refine marketing solutions for all types of business partners. I am a problem solver who enjoys tackling challenging situations that require strategic thinking, critical analysis and the ability to motivate teams toward a common goal.

Specialties: Corporate sales and marketing, content management, business consulting, account management, project management, team leadership and talent identification.

Professional Experience:

Seattle Seahawks - Director of Sales & Corporate Partnerships April 2008 - Present

- Highest grossing salesperson for 2012, 2013 and 2014 Seahawks seasons; both new and renewal business
- Performed four different job functions with increasing responsibilities and three promotions through my tenure with the team
- Created unique partnerships that generated seven figure annual investments and delivered significant ROI for partner brands
- Maintained key renewals at over 95%
- Current key accounts include: Verizon, Starbucks, Outerwall, HomeStreet Bank, Bing, American Family Insurance, USAA and Duracell
- Developed partnerships with the Tanzania Tourist Board promoting international travel and HMS Host/SeaTac airport creating a Seahawks themed restaurant
- Supervised digital advertising team and over \$3 million in Seahawks and Sounders FC IAB website advertising (Seahawks.com, Soundersfc.com, Qwestfield.com)
- Managed over 35 corporate partnership accounts across both properties (Approx. \$20M in revenue)
- Developed a new digital media strategy to launch SoundersFC.com and a re-branded Seahawks.com
- Oversaw all corporate partnership social (Facebook/Twitter)/database/e-mail marketing for Seahawks and Sounders FC

Northwest Sports & Entertainment - Business Development Manager November 2007 - April 2008

- Developed, enhanced, and renewed corporate partners. Negotiated corporate accounts implementing and creating promotions, hospitality, community programs, media, and signage in addition to maintaining and evaluating the partnerships
- Provided post-event analysis after events. Coordinated and assisted with the creation of sponsorship recaps following each event
- Created and implemented market research and customer surveys

Recreational Equipment Inc. (REI) - Sales Specialist - Action Sports March 2007 - November 2007

M&L Research- Business Analyst/ Content Developer July 2006 - December 2006

- Developed technical solutions to business problems to advance M&L's sales efforts by defining, analyzing and documenting business lead requirements
- Developed content for job seekers in the Sports Management and Health and Fitness Fields

Fire Code Advisory Board

As of March 2015

Fifteen members: Per Ord. 124707, all subject to City Council confirmation, 3 year terms – no term limits.

- 15 Appointed by Mayor

D*	G	Position No.	Name	Appointed	Term Ends	Term #	Position	Appointed By
	M	1	James R. Fair	03/30/2015	03/30/2018	3	Architects	Mayor
	F	2	Tara Henriksen	8/30/2012	8/31/2015	1	Chemical Engineers	Mayor
	F	3	Rae Anne Rushing	03/30/2015	03/30/2018	3	Mechanical Engineers	Mayor
	M	4	Todd Sparrow	03/30/2015	03/30/2018	2	BOMA	Mayor
	M	5	Jeffrey Rice	11/13/2013	11/13/2016	1	Insurance Industry	Mayor
	M	6	Allen D. Rainsberger	03/30/2015	03/30/2018	3	Marine Industry	Mayor
	M	7	Jason Johanson	5/27/14	5/27/17	1	Port of Seattle	Mayor
		8	Vacant				Manufacturing / Warehouse	Mayor
	M	9	David Moore	03/30/2015	03/30/2018	2	Research/ Labs	Mayor
	M	10	James Moren	10/31/2012	10/31/2015	2	Fire Protection Industry	Mayor
	M	11	Lucas Grothkopp	03/30/2015	03/30/2018	3	Public	Mayor
	M	12	Steven Potokar	5/27/14	5/27/17	1	Public	Mayor
	M	13	Scott Peterson	5/27/14	5/27/17	1	Labor	Mayor
		14	Vacant				Major Institutions	Mayor
		15	Vacant				Services Industry	Mayor

*Diversity

	Men	Women	Vacant	Minority	(1) Asian-American	(2) African-American	(3) Hispanic Latin@	(4) Native-American	(5) Other**	(6) Caucasian
Mayor	10	2	3	0	0	0	0	0	0	12
Council										
Other Bodies										
Total										

**Other includes diversity in any of the following: race, gender and/or ability