



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Ronald P. Viola</i>		
Board/Commission Name: <i>Seattle Freight Advisory Board</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: * 6/1/2022 to 5/31/2024 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: <i>Bellingham</i>	Zip Code: <i>48377</i>	Contact Phone No.: [REDACTED]
Background: <i>Ronald brings decades of logistics and communication skills to the SFAB. He works in cold storage which supports the Northwest Seaport Alliance (NWSA) and the Seattle fishing fleet. As such, Ronald is aware of the seasonality of foods and the support needed not just for ports but also for food growers regionally and statewide. He's keenly aware of WA state's economic dependency on goods movement, and he supports essential workers like truck drivers and the need to keep small operators from shutting their drawers.</i>		
Authorizing Signature (original signature): <i>Bruce A. Harrell</i> Date Signed (appointed): 8/31/2022		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.*

RONALD P. VIOLA

Bellingham, WA

SALES MANAGEMENT PROFESSIONAL

*Consistently Exceeds Aggressive Targets ~ Fluent in Written and Spoken Spanish
Public / Motivational Speaker & Trainer*

Top Performing Sales Professional with a track record of consistently exceeding aggressive sales targets in highly competitive industry. Tenacious in identifying and capitalizing on market opportunities to drive strong revenue and profit contributions. Skilled communicator and team-builder with a motivational leadership style.

—Key Areas of Leadership & Expertise—

Strategic Planning ~ Consultative Sales ~ Client Relations ~ Customer Service ~ Aggressive Prospecting
Closing Skills ~ Account Planning & Management ~ Teambuilding & Leadership ~ Coaching & Mentoring
Training & Development ~ Presentations & Communications ~ Sales Best Practices ~ Product Development
Territory Management ~ Negotiations ~ Automation & Ecommerce ~ Revenue & Profit Optimization

EDUCATION

STRAYER UNIVERSITY

JACK WELCH MANAGEMENT INSTITUTE; 2014 - 2017

Executive Master in Business Administration

SIENA COLLEGE, Loudonville, NY; 1995 - 1999

BA in Spanish / Certificate in International Business

Honors—Dean's List (2 semesters) / Activities—Baseball / Intramural Sports

Professional Affiliations

Toastmasters International; Certified "Competent Communicator," "Advanced Communicator Bronze."

"Competent Leader," President

CSULB Corporate Mentoring Program, International Trade Education Program (ITEP)

Computer Skills

Microsoft Office (Word, Excel, PowerPoint); CRM (Siebel Systems)

PROFESSIONAL EXPERIENCE

LINEAGE LOGISTICS (*The world's largest and temperature-controlled industrial REIT and logistics solutions provider*) • 2019 to Present

Business Development Manager, *Lineage Transportation*, Pacific Northwest (JULY 2021 TO PRESENT)

Moved to transportation side of business to solidify and grow our PNW service offerings.

- Quickly identified targets to build sales pipeline > \$20 MM
- Leveraged relationships at facility level to gain traction into key accounts
- Currently on track to deliver > \$10 MM in new business
- Collaboratively working with domestic transportation and drayage operations to develop strategies around profitable business opportunities and maximize network capabilities

Sales Manager, Pacific Northwest (JUNE 2019 TO JULY 2021)

Assigned to four facilities after M&A restructuring, covering Burien, Seattle (2) and Lynden, WA. Responsible for all customer agreements, revenue attainment, A/R, pricing strategy, and collaboration with GM partners.

- Account management of \$57M in revenue and 190,000 pallet positions

- Established new relationships with fishing vessel fleets, regional OTR carriers and maritime transport
- Extended customer agreements to include leased space for offices, dry storage, and custom processing
- Led expansion of facility services into exotic and regulated commodities through cross functional collaboration with legal department and food safety teams
- Launched the region's first program into ecommerce and D2C fulfillment

PREFERRED FREEZER SERVICES (*A Premium Provider of Cold Storage Logistics and Ranked #3 in the World by the International Association of Refrigerated Warehousing*) • 2013 to 2019

Sales Manager, Lynden, WA (OCTOBER 2018 TO JUNE 2019)

Relocated to Lynden, WA to resurrect an underperforming facility in a low margin market. Responsible for top line revenues, customer agreements, customer service, billing, collections, and EBITDA.

- Delivered 30% revenue growth YOY and turned EBITDA from -\$462K to +\$650K YOY
- Forced to confront challenges of low value commodities dictating customer agreements
- Applied cost accounting methodology to pricing agreements to capture maximum profit attainment
- Landed first million-dollar account within first 3 months on a long-term contract to build momentum and drive diversity into our customer mix
- Systematically changed the portfolio of business from peaks and lulls to sustainable growth
- Developed a high performing team to embrace change with a growth mindset
- Bridged the existing gap between office and operations with stream-lined work flows

Sales Manager, Los Angeles, CA (APRIL 2013 TO DECEMBER 2018)

Brought in to learn, manage and lead a historically struggling facility with fixed capacity. Responsible for top line revenues, customer agreements, customer service, billing, collections, and EBITDA.

- Effectively left LBF facility as the most profitable facility on the west coast with a healthy plan for sustainable growth
- Developed and maintained a winning culture of accountability, performance, and fun
- Grew revenues by 48% (\$9.1 M to \$13.5 M) and EBITDA by 114% (\$1.4 M to \$3.1 M) in four years
- Revised multiple million-dollar national agreements with key accounts to deliver greater returns
- Earned designation to lead and develop employee recognition program
- Procured and managed outside storage at 30% profit margin to expand capacity from 2016 thru 2018
- Implemented processes to address billing discrepancies and ensure maximum revenue capture
- Identified \$20K in unbilled revenue in first 4 months of hire

NIPPON EXPRESS, USA (*\$20B Leading Japanese Freight Company and Ranked #11 on List of Global Logistics Providers for Ocean and Air Cargo*), El Segundo, CA • 2012 to 2013

Global Sales Manager, Los Angeles, CA (JUNE 2012 TO APRIL 2013)

Responsible for new acquisition sales with no existing client base. Part of corporate sales expansion strategy to grow within US market.

- Sold \$500K revenue account within first 3 months of employment (15% GM)
- Assumed Leadership role with local sales force (sharing best practices)
- Learned to identify and target market trends and opportunities in global logistics environment

AIRNET SYSTEMS (*Third largest air cargo airline in the United States and the leading provider of expedited and specialized transportation solutions*), Los Angeles, CA • 2011 to 2012

Regional Sales Manager / West Coast, Los Angeles, CA (May 2011 to February 2012)

Hired on to penetrate and grow western territory (12 states) in the time critical express market. Leverage company assets for new business expansion and development.

- Achieved 10% growth in first 6 months of hire on struggling territory of \$1M annual revenue
- Built pipeline poised to double territory revenue within next 12 months
- Maintained current customer base of over 100 active accounts with zero attrition

DHL EXPRESS (\$70B global leader in transportation and logistics services), Carson, CA • 2004 to 2011

Advanced through positions of increasing challenge and responsibility for US #3 company in industry.

National Accounts Manager, Carson, CA (October 2008 to April 2011)

Forged and managed relationships with corporate clients including Fortune 500 companies to close minimum of \$65K in monthly revenues. Maintained pipeline visibility and ensured attainment of scorecard quality metrics. Managed \$12M book of business.

- Attained 140% of 2010 target with \$3.4M in new revenue, despite challenging economic environment
- Consistently ranked in "Top 3" out of 34 in US
- Kept attrition rate below 5% in highly competitive industry

Senior Account Executive, Los Angeles, CA (October 2007– October 2008)

Led team of 5 account representatives, ensuring sales quotas is achieved. Oversaw day-to-day office operations in absence of DSM. Conducted weekly sales meetings providing training on best practices.

- Provided sales leadership that resulted in 4 out of 5 representatives exceeding targets
- Propelled existing territory that was generating 70% of target (\$2M) to 91% after two quarters and 110% within one year

Account Executive, Boston, MA (July 2005–October 2007)

Account Representative Boston, MA (July 2004–July 2005)

Promoted after 1 year. Built and managed business accounts with target of generating \$2500/month. Mentored new hires. Maintained existing book of business of ~50 customers, providing outstanding customer service.

- Awarded 2005 *President's Club Gold Award* for Top 5 sales nationally
- Finished Q3 2007 at 175% of plan with \$3.7M in revenue vs. target of \$2.1M
- Achieved highest growth in Northeast territory, finishing 2005 at 189% of plan

JSJ AND ASSOCIATES (IBO of DS-MAX; B2B entertainment promotions), Boston, MA • 2003 to 2004

Distributor / Team Leader (April 2003 – April 2004)

- Door to door sales in a business environment

GOLD MEDAL CONSTRUCTION, Atlanta, CA (*General Contractor*) • 1999 to 2002

Superintendent (January 2001–January 2002)

Project Manager (August 1999–January 2001)

- Bi-lingual leadership role in residential and commercial construction projects

Seattle Freight Advisory Board

12 Members: Pursuant to Resolution 31243, 11 members subject to City Council confirmation, 2-year terms:

- 6 Mayor- appointed
- 5 City Council- appointed
- 1 Other Appointing Authority: Port of Seattle

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	F	1	1.	Member	Kristal Fiser	6/1/2022	5/31/2024	1	City Council
		2	2.	Member	Dan McKisson	6/1/2022	5/31/2024	1	City Council
6	F	3	3.	Member	Rachael Ludwick	6/1/2021	5/31/2023	1	Mayor
6	M	-	4.	Member	Ron Viola	6/1/2022	5/31/2024	1	Mayor
6	M	-	5.	Member	Howard Victor Agnew	6/1/2022	5/31/2024	1	Mayor
6	M	-	6.	Member	Nigel Barron	6/1/2022	5/31/2024	1	Mayor
		-	7.	Member	Eric Wright	6/1/2021	5/31/2023	1	City Council
6	M	-	8.	Member	Al Muehlenbruch	6/1/2021	5/31/2023	1	City Council
		-	9.	Member	Daniel J. Kelly	6/1/2021	5/31/2023	1	Mayor
			10.	Member	Vacant	6/1/2021	5/31/2023		City Council
6	M	6	11.	Member	Stanley W. Ryter	6/1/2022	5/31/2024	1	Mayor
6	F		12.	Member	Geri Poor	N/A	N/A	N/A	Port of Seattle

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	1								5			
Council	1	1								2			
Other		1								1			
Total	5	3								8			

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.