




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Pfeiffer Bloecker		
Board/Commission Name: Pike Place Market Historical Commission		Position Title: Position 11 – Allied Arts of Seattle
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment		Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: <input type="checkbox"/> Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other	Date Appointed: 5/21/2025	Term of Position: * 12/2/2023 to 12/1/2026 <input checked="" type="checkbox"/> Serving remaining term of a vacant position
Residential Neighborhood: North Seattle	Zip Code: 98125	Contact Phone No.: [REDACTED]
Background: A business and marketing professional interested in furthering their service to the Pike Place Market community, having volunteered previously for the Pike Place Market Foundation. Appointee holds an MBA and is trained to balance the priorities of different parties within a legal or regulatory framework to reach a goal. Appointee treasures the integral role of the Market in the identity of Seattle.		
Authorizing Signature (original signature):  Date: May 21st, 2025		Appointing Signatory: Bruce A. Harrell Mayor of Seattle

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

Pfeiffer Bloecker

Summary

Ecommerce and merchandising seasoned professional with expertise in client relations, growth optimization, program management, assortment architecture, content optimization and analysis, change management, business strategy and development. Self-motivated and hardworking, I thrive in opportunities that challenge me to continue to learn and grow. Strong track record of exceeding customer expectations and adapting to rapid changes. Aptitude for developing strategic growth plans and driving performance for clients with a relentless work ethic. Leveraging my emotional intelligence, swift decision-making ability, leadership, and analytical skills to excel.

Professional History

Director of Account Management, May 2022 – Present

Tms (formerly Pacific Market International) – Starbucks and Disney

Drive and execute strategic and operational merchandise initiatives that are customer-focused, while also delivering against financial objectives and maximizing profitability. Own customer relationship elements of account management for a business unit driving ~50% top line revenue. Lead efforts around program management, customer success, strategic growth initiatives, and account growth.

Accomplishments:

- Lead a team of senior and associate account managers to support two high-priority customers that account for over 90% of total BU revenue.
- Leverage business development experience to identify ways to expand existing partnerships.
- Improve processes surrounding new business models, leading to increased efficiency.
- Develop and implement standards and processes for the account management team, empowering team members to improve customer relationships as the business unit tripled revenue over 4 years.

Chief of Staff, December 2022 – September 2023

Tms (formerly Pacific Market International) – Global Merchandising Team

Responsibilities include influencing multiple and varied stakeholders at various levels across the organization to align with the business direction and plan. Serving as a thought leader providing strategic counsel to the President of the BU.

Accomplishments:

- Organize and lead strategic initiatives across a broad set of cross-functional partners. Lead and build content out for Monthly All Hands, Regional Huddles, and ad hoc companywide meetings as needed.
- Serve as a sounding board for all levels of the organization to identify trends and scale solutions.
- Partner with Human Resources to drive team health, organizational alignment, talent development.
- Driving the engagement, development, and performance of all members of my team.

Senior Account Manager, November 2021 – May 2022

Pacific Market International – Starbucks

Responsible for connecting and managing all cross-functional customer and PMI working teams in development of customer asset needs related to new merchandise products and product transitions throughout the Americas region.

Accomplishments:

- Develop and lead the execution of project plans, delivering scope, goals and success measures that resulted in +32% YoY growth
- Analyzing and evaluating project interdependencies and their impacts to programs while determining process improvement opportunities
- Legal liaison between PMI and Starbucks, facilitating all communication and executing extensive risk management practices

Ecommerce Account Manager, April 2019 – November 2021

CommerceHub

Manage client relationships, executing E-Commerce strategies on customer-developed strategic plans and initiatives. Work cross functionally with internal and external teams to produce results for clients and drive product development. Manage client's Amazon Sponsored Product program, driving YoY growth. Regularly audit customers' assortment and channel mix to identify opportunities for growth or expansion. Evaluate effectiveness of strategies through analysis and continuously propose areas of improvement to increase ROI.

Accomplishments:

Certifications:

- Paced client at 221% to annual sales goal, resulting in a +37% YoY increase in GMV
- Developed internal go-to-market strategy and content for CommerceHub, refocusing the business's mission statement and values
- Build, support, and grow client brand stores. Managing omni-channel experience, brand recognition, and customer engagement
- Created unique dashboards capturing client revenue across channels to compare performance and measure areas of opportunity for new channel launches
- Manage client's Amazon Sponsored Product business, to drive growth on desired channels and benchmark, measure, analyze, and report results of E-Commerce marketing efforts

Analytics, Google
Advertising, Amazon
Shopping Advertising, Google
Ad Fundamentals, Google

Category Manager, Jun 2015 – Apr 2019

Blue Nile

Managed the other jewelry categories, \$30m+ category, 50+ vendor relationships, assortment architecture, and pricing negotiations to drive YoY growth. Leveraging a mix of analytical expertise and creative drive to produce solution orientated results. Successfully managing multiple projects and teams to stay on track with our roadmap and hit internal KPIs.

Accomplishments:

- Lead Procurement initiative that facilitated \$25m in supply chain cost savings, cross-functionally coordinated international and executive teams, establishing SOPs for the execution of pricing and sourcing strategies in order to optimize margin gains for Blue Nile
 - Negotiated \$900k of memo sales Q4 of 2018, preserving cash flow at a critical time for the business
 - Managed teams of 4 to 30 people, successfully hitting and surpassing internal goals and KPIs
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Founder & Business Manager, Aug 2012 – Jun 2015

Nazari Pau

Managed vendor and designer relationships. Owned the supply chain process from start to finish, mitigating costs and facilitating long term strategic partnerships. Established a mix of both direct to consumer and wholesale sales channels through our ecommerce site to maximize ROI. Virtually merchandise product assortment, maintaining a cohesive brand story throughout all channels.

Education

MBA	Saint Bonaventure University	Finance/Marketing	<i>Dec 2018</i>
BA	Seattle University	Business Administration	<i>June 2012</i>

Pike Place Market Historical Commission

12 Members: Pursuant to Ordinances 100475 & 124935, all members subject to City Council confirmation, 3-year terms:

- 0 City Council-appointed
- 12 Mayor-appointed
- 0 Other Appointing Authority-appointed (specify):

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	F	7	1.	Friends of the Market	Elisa Shostak	12-2-22	12-1-25	1	Mayor
9	F	7	2.	Friends of the Market	Sarah E. Baker	12-2-23	12-1-26	1	Mayor
1	F	7	3.	Architect	Grace Leong	12-2-22	12-1-25	2	Mayor
6	M	1	4.	Architect	Mark C. Childs	12-2-23	12-1-26	2	Mayor
5	M	7	5.	Merchant	Alex Apostolopoulos	12-2-23	12-1-26	1	Mayor
8	F	N/A	6.	Merchant	Golnaz Mohammadi	12-2-22	12-1-25	2	Mayor
6	M	7	7.	Resident	Jonathan Cracolici	12-2-24	12-1-27	2	Mayor
5	F	7	8.	Resident	Olivia Vermaak	12-2-23	12-1-26	1	Mayor
6	F	1	9.	Property Owner	Lisa Martin	12-2-22	12-1-25	2	Mayor
6	M	7	10.	Allied Arts of Seattle	Tom Graff	12-2-24	12-1-27	1	Mayor
5	F	5	11.	Allied Arts of Seattle	Pfeiffer Bloecker	12-2-23	12-1-26	1	Mayor
6	M	1	12.	At-Large	Jonathan Kiehna	12-2-24	12-1-27	1	Mayor

SELF-IDENTIFIED DIVERSITY CHART

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	5	7	0	0	1	0	0	0	3	6	0	1	1
Council	0	0	0	0	0	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0
Total	5	7	0	0	1	0	0	0	3	6	0	1	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.*