




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Lisa Reager</i>		
Board/Commission Name: <i>Joint Apprenticeship Training Committee (JATC)</i>		Position Title: <i>Secretary</i>
Appointment OR <input checked="" 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: * 1/1/2025 to 12/31/2027 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood: West Seattle, Genessee Hill	Zip Code: 98116	Contact Phone No.: [REDACTED]
Background: Most of my career was in retail automotive – briefly as a tech, then a service advisor/assistant manager/service manager/fixed ops director, until entering the Fleets world as Deputy Director for Fleet Management. In addition to my current appointment as Secretary of the JATC, I am an advisory board member for the Shoreline Community College GST/AST program, and the STEM advisory board for Meadowdale High School.		
Authorizing Signature (original signature):  Date Signed (appointed): December 30 th , 2024		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.*

LISA REAGER

Operations Management

Collaborative communicator with 10+ years leading fixed operations within the automotive industry, including Volvo, Mazda, and Mercedes Benz. Committed to creating a diverse group of self-sufficient leaders to achieve results by driving high-performance behaviors through servant leadership and coaching. Demonstrates a strong track record of success in driving operational excellence, boosting client satisfaction, and growing talent while increasing sales and profits.

Career Highlights

- ✓ Collaborated with sales department to create used car reconditioning plan, reducing turnaround time from 12 to four days and growing department revenue from \$5K to \$50K per month, *Volvo*
- ✓ Utilized Kaizen process to improve operational efficiency, realizing a 30% productivity increase, *Volvo*
- ✓ Tripled annual operating profit through process development, achieved 87% absorption, *Volvo*
- ✓ Improved Net Promoter Score (NPS) rank from 8th in 2019 to 5th in 2020, *Volvo*
- ✓ Established new parts processes, resulting in fill rate increase from 69% to 92%, idle inventory decrease to 1.8%, and improved inventory performance (discrepancy reduced from \$150K to \$10K, *Doug's (Mazda)*)
- ✓ Increased per-transaction revenue year-over-year by 10% in 2015, 16% in 2016, 16% in 2017, and 5% in 2018, *Doug's*

Core Expertise

Strategic Planning | Operations | Training and Development | Quality Assurance | Process Improvement | Project Management
Cross-Functional Leadership | Policies and Procedures | Regulatory Compliance | Customer Satisfaction | KPI & ROI Tracking

PROFESSIONAL EXPERIENCE

Deputy Director, Fleet Management, City of Seattle, Seattle, WA

Aug 2021 – current

- Manage teams of fleet professionals spanning repair shops, body shop, metal shop, equipment servicers, and parts warehouse
- Lead operations teams in continuous improvement of workshop processes, resulting in increased productivity and morale
- Develop strategies to ready fleets for technological changes, including associated evolution of data capture and communications
- Lead operations teams in the evaluation of current shop technology and tools
- Actively collaborate across departments to break down silos and practice the One Seattle mission

Fixed Operations Manager – Service | Volvo Cars Seattle, Seattle, WA

Feb 2019 – Nov 2020

- Managed shop upgrade projects, including remodel for EV service area, tire shop, VSS shop (2-person/lift work area)
- Led implementation of Volvo Simplified Service program (lean process operations)
- Deployed an integrated service management tool used by advisor and tech teams, drove system and process integration, recognized as only store in auto group to meet all performance standards before end of 90-day implementation period
- Managed on-line scheduling software to ensure functional integration with website, marketing, and valet service software
- Created processes and training program to support technology enhancements, resulting in a 300% increase in department net profit
- Improved employee compensation while reducing payroll expense from 38% to 23% of sales (NADA national benchmark 25%)
- Implemented a plan to share hours and cycle time off between all team members, leveraging a people-first approach during COVID-related shutdowns

Service Director | Doug's Mazda Hyundai, Seattle, WA

May 2013 – Jan 2019

- Planned and led opening of a new service facility: coordinated construction and advertising, deployed IT systems, established new service and parts department workflows
- Corrected warranty, quality of work, and environmental compliance issues through internal audits and OKR plans
- Improved CX ranking from bottom 20% of dealers in the nation to receiving district service awards
- Managed staff at 2 locations, created new hire training documents, and ran bi-weekly training for new advisors
- Partnered with tech training programs to recruit apprentices and created a mentorship system
- Collaborated with IT manager to correct integration issues with dealer management system and on-line scheduling software

Additional Roles include:

Assistant Service Manager at Phil Smart Mercedes Benz, Seattle, WA 2006-2013

Assistant Service Manager at Smythe European Mercedes Benz, San Jose, CA 2001-2006

ADDITIONAL INFORMATION

Education: Bachelor of Science, Planning, Public Policy and Management at University of Oregon

Professional Affiliations: Advisory Board Member at Meadowdale High School Automotive Technology Program (STEM) (2016 – Present), Advisory Board Member at Shoreline Community College Automotive Technology Program (2014 – Present)

Joint Apprenticeship Training Committee (JATC)

6 Members with three year terms. Pursuant to Resolution 16820, 29680, and Ordinance 107790. All members subject to City Council confirmation:

- # City Council-appointed
- 6 Mayor-appointed
- # Other Appointing Authority-appointed (specify):

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
5	F	N/A	1.	City Service	Michiko Starks	1/1/25	12/31/27	3	Mayor
6	F	N/A	2.	Organized	Summer Hepburn	1/1/24	12/31/26	1	Mayor
9	M	N/A	3.	City Service	Todd Snider	1/1/24	12/31/26	4	Mayor
6	F	N/A	4.	City Service	Lisa Reager	1/1/25	12/31/27	2	Mayor
6	M	N/A	5.	Organized	Thomas J. Kelly	1/1/25	12/31/27	4	Mayor
2	M	N/A	6.	Organized	Jeffrey G. Berry	1/1/25	12/31/27	3	Mayor

SELF-IDENTIFIED DIVERSITY CHART

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 (Specification Optional)	Caucasian/ Non- Hispanic	Pacific Islander	Middle Eastern	Multiracial
Mayor	3	3				1			1	3			1
Council													
Other													
Total	3	3				1			1	3			1

Key:

*D List the corresponding *Diversity Chart* number (1 through 9)

**G List *gender*, M = Male, F= Female, T= Transgender, U= Unknown

RD Residential Council District number 1 through 7 or N/A

Diversity information is self-identified and is voluntary.