




## City of Seattle Boards & Commissions Notice of Appointment

<b>Appointee Name:</b> Olivia Vermaak		
<b>Board/Commission Name:</b> Pike Place Market Historical Commission		<b>Position Title:</b> Position 8 – Resident
<input checked="" type="checkbox"/> <b>Appointment</b> OR <input type="checkbox"/> <b>Reappointment</b>		<b>Council Confirmation required?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Appointing Authority:</b> <input type="checkbox"/> Council <input checked="" type="checkbox"/> Mayor <input type="checkbox"/> Other	<b>Date Appointed:</b> 5/21/2025	<b>Term of Position: *</b> 12/2/2023 to 12/1/2026  <input checked="" type="checkbox"/> Serving remaining term of a vacant position
<b>Residential Neighborhood:</b> Downtown	<b>Zip Code:</b> 98101	<b>Contact Phone No.:</b> [REDACTED]
<b>Background:</b> In addition to residing in the Market, the appointee is also a Market property and business owner. They are experienced with the commission's regulatory functions having completed a major seismic upgrade of a historic Market building and recently opening Karoo Café in the Market. Appointee demonstrates a deep level of investment in the Market community and the integrity of its historic buildings.		
<b>Authorizing Signature (original signature):</b>    <b>Date: May 21<sup>st</sup>, 2025</b>		<b>Appointing Signatory:</b> Bruce A. Harrell Mayor of Seattle

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

# OLIVIA VERMAAK

## A. PROFESSIONAL SUMMARY

As a highly motivated small business owner and Chief Business Development and Marketing Officer, I bring a distinguished track record in team building and fostering business development, operational innovation, and client-focused solutions. I am well-versed at effectively navigating and influencing diverse stakeholders, particularly at the executive, C-suite, and board levels. My reputation is built on being an entrepreneurial force, a catalyst for change, and a trusted advisor. As a people-centric team leader, I have successfully overseen global, virtual, and matrixed teams. My financial expertise includes forecasting, the development of financial models and tools for ROI tracking and managing budgets. Key account management is another area where I endeavor to consistently deliver client value. I have held the position of sole account manager for Fortune 100 and Fortune 250 companies spanning the Financial Services, Insurance, and Hospitality sectors. My accomplishments extend to the design and execution of impactful sales programs and thought leadership campaigns. These initiatives have significantly boosted brand awareness and revenue across legal, professional services, and product sales (complex SAAS products and financial risk management solutions).

## B. CAREER HISTORY AND RELEVANT EXPERIENCE

### **1. KAROO CAFÉ SEATTLE**

Owner and CEO, Seattle  
May 2024 to present

As a woman-owned establishment, Karoo Café is dedicated to creating a welcoming and inclusive space for all. Our mission is to foster community ties and introduce the rich hospitality of South Africa to Seattle. We're committed to safety, creativity, and the celebration of diversity, making Karoo not just a Café but a movement towards a more connected and joyful community.

### **2. FOSTER GARVEY PC**

*Operating for over 120 years, Foster Garvey is a leading full-service national Law firm.*  
Chief BD and Marketing Officer, Seattle  
April 2022 to November 2024

As the steward of the Foster Garvey brand, I ensured that marketing and business development activities within practices, industries, and client engagements were aligned with the firm's strategic priorities. A significant aspect of my role involved spearheading high-profile external industry partnerships and associated brand campaigns. In addition, I led high-profile pitches and proposals, which encompassed the delivery of complex RFPs, panels, and key client presentations. I also played a pivotal role in rate-setting, establishing relevant metrics to assess profitability and supporting initiatives related to diversity, equity, and inclusion (DEI).

### **2. AFRICAN CHAMBER OF COMMERCE (PACIFIC NW)**

Member of the Board, Seattle  
Nov 2020 to January 2022

As a board member, I focused on providing guidance on business strategy, operational efficiency, new routes to market and spotting opportunity for new trade ventures.

### **3. PARENTAL BREAK/BUSINESS DEVELOPMENT & MARKETING CONSULTANT**

Mom/Founder, Seattle  
January 2020 to March 2022

During my maternity break, opportunities arose to provide support to a network of small to medium size enterprises in the hospitality industry affected by COVID-19. Alongside being a new mum, I worked on multiple projects focused on helping companies improve their brand profile, streamline operations to increase profit, improve ROI and supported strategies to succeed during this difficult time and beyond.

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## **3. MILLIMAN INC.**

*The world's largest Risk Management and Actuarial consultancy.*

Senior Director, Global Business Development and Marketing (Life & Financial Services), London  
June 2015 to Dec 2019

In this greenfield role, I collaborated closely with C-level leadership and the board to drive strategic Business Development, client, and operational initiatives aimed at boosting revenue and expanding client relationships. My role involved working alongside analysts, software engineers and consulting teams to craft marketing and sales strategies. I held responsibility for revenue generation, employing sales strategies to identify growth opportunities across new and existing markets, clients, products, and service lines. I oversaw business development, marketing, and client innovation activities. I also developed and maintained essential financial models and metrics to drive effective ROI across key areas. My role emphasized operational innovation and cross-functional collaboration, involving partnerships with Finance (ROI templates, client analytics, and budget management), Learning & Development (technical training and module development), HR (soft skills training and module development), and Marketing (enhancing brand value). In addition, I initiated and executed programs focusing on client insights and innovation. This included collaborating with senior/C-level stakeholders at key clients to optimize service delivery, enhance competitive positioning, and refine sales propositions.

## **4. LINKLATERS LLP**

*One of the world's most prestigious global law firms.*

Position: Global Divisional Business Development Manager, Finance & Projects ("F&P") and Key Account Manager, Financial Regulation, London  
Date: Aug 2013 to May 2015

I produced and managed divisional Marketing and Business Development plans focused on client demand aligned to local, regional, and global F&P objectives. Developed coaching and training programs to improve partners and senior management Business Development and Sales skills and identified, and created, multiple campaigns covering thought leadership, insights, and industry know-how to showcase expertise and capabilities. I was responsible for a team of 10 across Europe.

## **5. DLA PIPER LLP**

*One of the world's largest leading law firms.*

Position: Senior International Business Development Manager, Finance & Projects ("F&P"), London  
Date: April 2011 to Aug 2013

Key member of the Global F&P Leadership Team working with the Global Managing Partner, Chief of Staff, and Location Heads across the UK and EMEA to develop and deliver practical Marketing and Business Development plans.

## **6. BIRD & BIRD LLP**

*Europe's leading IP and Technology Law Firm.*

Position: International BD & Marketing Account Manager, Finance and Projects ("F&P"), London  
Date: Oct 2009 to April 2011

Completed an international rebrand, appointed by the CFO to lead the project team responsible for creating time-saving analytics driving up Partner utilization rates, and created new credentials and pitch pack processes for firm-wide Marketing initiatives and proposal responses.

## **7. KAPLAN LAW SCHOOL**

*Subsidiary of the Washington Post company and part of the world's training powerhouse, Kaplan Inc.*

Position: Business Development Manager, London  
Date: Oct 2007 to Dec 2009

# OLIVIA VERMAAK

Designated account manager for all law firm clients and partners. Responsible for effectively streamlining CRM operations and recruited to be part of the Kaplan Legal global lead sharing task force chaired by the CEO, CFO and COO.

## **8. LECTURER, TEACHER AND COURSE LEADER**

South Africa

Date: Jan 2002 to Jan 2007

Prior to relocating to London, I held multiple lecturing, teaching and course leader roles in the Education sector.

## **C. VOLUNTEERING/CR**

- Global Diversity & Inclusion (“D&I”) Champion (Milliman).
- Global CSR Champion (Milliman).
- Mentor in the firm’s global program (Milliman).
- Participating in numerous charitable and corporate responsibility volunteer programs (Linklaters).
- A member of DLA Piper’s charity and sports and social committees (DLA Piper).

## **D. EDUCATION AND TRAINING**

- Performance Management and Career Development training (Linklaters, 2015).
- Manager Milestone Development Course (Linklaters, 2014).
- Institute of Leadership and Management (ILM) Level II Diploma (2012).
- Masters Degree (English, Philosophy) (2006)
- Certificate in Learning Facilitation (2002)

## **E. HOBBIES, INTERESTS, PERSONAL ACHIEVEMENTS**

- Group Exercise Instructor, Les Mills BodyPump (2020)
- Television Presenter, Voice Over Artist, Actress and Model (2000 to 2010)
- Miss South Africa Finalist (2003)

# 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.*