




City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>John A. Flinn</i>		
Board/Commission Name: <i>Board of Parks and Recreation Commissioners</i>		Position Title: <i>City Council District 3</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 checked="" type="checkbox"/> City Council <input type="checkbox"/> Mayor <input type="checkbox"/> Other: <i>Fill in appointing authority</i>	Term of Position: * 4/1/2024 to 3/31/2027 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>	
Residential Neighborhood: Capitol Hill	Zip Code: 98115	Contact Phone No.: [REDACTED]
<p>Background: A member of the Volunteer Park Trust steering committee, John Flinn has a long track record of parks and recreation stewardship. Through his experience with VPT, Flinn has gained experience working with volunteer programs and the Seattle Parks Foundation. If appointed to the Board of Parks and Recreation Commissioners, Flinn would be joining with the perspective of an active park volunteer and community organizer, and is eager to leverage this experience to aid in the opportunities and challenges faced by SPR.</p> <p>Flinn holds a B.A. in English and started his career as a journalist for MSN.com, quickly rising to executive leadership before transitioning to senior management at Amazon in Seattle where he currently oversees 15 unique teams in the Customer Service branch. In this role, Flinn has worked directly with Amazon's content effectiveness metrics and long-term content strategy.</p>		
Authorizing Signature (original signature): 	Appointing Signatory: <i>Joy Hollingsworth</i> <i>Seattle City Council, District 3</i>	
Date Signed (appointed): April 24, 2024		

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

JOHN A. FLINN

EXPERIENCE:

Amazon, Seattle WA (January 2015 – April 2023)

Senior Manager, Content Strategy, Digital Services & Device Support (Customer Service)

Ensuring customer satisfaction and business results through our Customer Service organization for Amazon's digital products, devices and services. Responsible for overall content strategy while directly managing a shared services team delivering localization, troubleshooting workflows, content effectiveness metrics and publishing-tool support for 15 product-focused content authoring/strategy teams (embedded in larger Customer Service support teams per product line such as Echo Devices, Fire TV, Prime Video, Amazon Music, etc.)

Senior Manager, Product Management, Amazon DSP

Manage a team of Product and Program Managers delivering key features for Amazon's programmatic advertising offering, including Bulk Operations (bulk campaign management via Excel-based upload of campaign settings) and Creative Management (uploading, associating and optimizing creative assets for advertising campaign line items).

Senior Manager, Product Management, Custom Solutions / Ad Products

Owned the North America Custom Solutions and Custom Programs ad product business, and led global program alignment with dotted-line teams in EU and Japan, responsible for creating brand integrations that make shopping on Amazon more efficient, rewarding and fun for our customers. Led a team of product managers and program/project management professionals to create unique e-commerce advertising executions ranging from digital storefronts to experiential events that add to the shopping experience for our customers and deliver value for our advertisers. Over four years grew the team from 8 to 20+ and doubled Custom-attach US ad revenue.

Zumobi Inc., Seattle, WA (September 2012 – December 2014)

VP, Publishing Operations

Owned the publisher relationships for Zumobi's suite of mobile apps, with partners such as NBC News Digital, Bonnier Publishing, Hearst, Source Interlink and Sporting News. Drove business management for over 24 apps (iOS and Android).

Managed the ad operations team including mobile ad operations, account management and ad trafficking. The ad operations team prepares pre-sales RFP responses and media plans; drives post-sales campaign preparation and project management; traffics & optimizes all ad campaigns on Zumobi and third-party inventory; and provides campaign reporting to clients and publishers.

Also served as product manager for Zumobi's ZBi mobile rich media ad platform, with highlights including a 2.0 release of the core SDK in April 2013 and development of an innovative video-display unit in October 2013.

Microsoft, Redmond, WA (February 2001-August 2012)

Executive Producer and Director, MSN Money / Autos / Real Estate / Careers

(Feb. 2009- 2012)

Directly responsible for strategic direction and day-to-day execution of key MSN vertical properties representing nearly \$100 million in annual revenue. Manage a team of four direct reports (managers of individual contributors) and overall team of 15 full-time employees and 20 contract or vendor staff.

Key responsibilities include:

- Content strategy and site competitive framework
- Setting and approving content & programming budget of \$14 million
- Senior-level engagement with advertising customers, business-development partners and content providers to drive optimal site programming benefits and ROI
- Driving staff attainment of annual performance goals in editorial engagement (page views, PV/UU) and business initiatives (ad impressions, site revenue)

Director, content development, MSN Branded Entertainment & Experiences (2008-2009)

Led content strategy and production as part of the executive management team for MSN's Branded Entertainment & Experiences group, responsible for producing 20 or more unique Web solutions a year that provide advertiser-funded content innovation to MSN. Manage a team of 4 full-time and 12 contract/vendor staff (plus significant freelance resources) responsible for editorial creative development, content sourcing and production. Oversaw \$12 million content & programming budget utilized in BEET's attainment of over \$55 million solution revenue goal. Developed Web-based content experiences such as "Business on Main," a small-business information resource sponsored by Sprint; and "Mom's Homeroom," a parenting advice video series developed for Kellogg's.

Director, Display Product Marketing (product sales strategy), Microsoft Digital Advertising Solutions (2006-2008)

Manage a team of 12 individual contributors responsible for ad planning and product management, monetization strategy, go-to-market sales coordination and sales issues management for individual sites within MSN and Windows Live, representing over \$350 million in display ad revenue in FY2008.

Group manager of network programming, MSN.com

Responsible for daily strategy and execution of the MSN.com homepage, MSN Chat & Communities content and other major network entry points. Managed seven direct reports, including content editors, producers, a program manager and a designer. Maintained and improved cross-network content management and planning process.

MSNBC.com, Redmond, WA (1997-2001)

Senior producer, content planning & development

Responsible for site-wide editorial planning and coordination throughout MSNBC.com (including site-wide special projects and themed packages). Joined MSNBC as senior producer for MSNBC Business section.

Adweek magazine, BPI Publications, New York, NY (November 1994-April 1997)

Editor, new media / Executive Features Editor

Freelance editor/writer (1991-November 1994)

Clients included "The Question of Equality" (documentary film project, aired on PBS), Forbes magazine, Art & Auction magazine, Cablevision, Adweek, BookPage

EDUCATION:

University of Virginia, Charlottesville, VA. B.A. in English

BOARD OF PARKS AND RECREATION COMMISSIONERS

15 Members: Pursuant to *Ordinance 126325*, all members subject to City Council confirmation, 3-year terms:

- 7 City Council-appointed
- 8 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
6	M	1	1.	At-Large	Ryan Baum	4/1/24	3/31/27	1	Mayor
6	M	6	2.	At-Large	Joshua Seyfried	2/21/23	3/31/25	1	Mayor
6	M	4	3.	At-Large	Steve Lerer	4/1/24	3/31/27	1	Mayor
3	M	3	4.	At-Large	Pasqual Contreras	2/21/23	3/31/26	1	Mayor
6	F	3	5.	Get Engaged	Lauren Lanham	9/1/23	8/31/24	1	Mayor
2	F	4	6.	Commission Seat	Tricia Diamond	4/1/24	3/31/27	1	Mayor
1	M	7	7.	Commission Seat	Phillip Meng	9/26/23	8/31/26	1	Mayor
1	F	4	8.	Commission Seat	Whitney Nakamura	4/1/24	3/31/27	1	Mayor
7	M	1	9.	City Council Dist. 1	Justin P. Umagat	4/1/24	3/31/27	2	City Council
			10.	City Council Dist. 2	Vacant				City Council
6	M	3	11.	City Council Dist. 3	John A. Flinn	4/1/24	3/31/27	1	City Council
			12.	City Council Dist. 4	Vacant	4/1/24	3/31/27		City Council
			13.	City Council Dist. 5	Vacant				City Council
6	F	6	14.	City Council Dist. 6	Amy Brockhaus	4/1/22	3/31/25	1	City Council
2	M	7	15.	City Council Dist. 7	Stafford Mays	4/1/22	3/31/25	1	City Council

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	3	0	0	2	1	1	0	0	4	0	0	0					
Council	3	2	0	0	0	1	0	0	0	3	1	0	0					
Other																		
Total	8	5	0	0	2	2	1	0	0	7	1	0	0					

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.