



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: <i>Liz Johnson</i>		
Board/Commission Name: <i>Seattle International Affairs 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: * 5/1/2024 to 4/30/2026 <input type="checkbox"/> <i>Serving remaining term of a vacant position</i>	
Residential Neighborhood:	Zip Code:	Contact Phone No.: [REDACTED]
Background: Liz Johnson, Director of International Tourism, Visit Seattle In her role, Liz oversees Visit Seattle's marketing and media presence in key international visitor markets, primarily in North America, Europe and Asia, with the focus of growing visitation and market share from these regions. Liz first joined Visit Seattle as Tourism Manager in January 2019. Prior to serving in these roles, Liz was Global Sales Manager for Icelandair and she has also held multiple destination marketing roles in Alaska. Liz received her Bachelor of Arts from the University of Oregon and a Certificate in Strategic Marketing from the University of Washington.		
Authorizing Signature (original signature): <i>Bruce A. Harrell</i> Date Signed (appointed): 4/1/2024	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.

Liz Johnson

Summary

A seasoned professional with 14 years of experience in business development and account management. Well-travelled with a strong sense of global business acumen. Data-driven and eager to apply new technology and productivity tools to improve the organization's bottom line. A firm believer in relationship-driven results. A team player with a desire to make my colleagues and the organization better through my professional contributions. Conversational language skills in French and Italian.

Experience

Visit Seattle

Seattle, WA

A private, nonprofit company serving as Seattle's official destination marketing organization.

Director, International Tourism (2021)

- Oversight of Visit Seattle's marketing and PR efforts in North America, Europe and Asia.
- Actively engaged key stakeholders on the benefits of travel trade and tourism to the city, including hospitality partners and local organizations.

Salmon Falls Resort

Ketchikan, AK

A seasonal, high-end fishing and adventure resort managed by Highgate Hotels

Director of Sales and Marketing (2020-Present)

- Achieved all-time record revenue in 2021 with an increase of 94% over the previous best year.
- Recruited, trained and managed a year-round sales and reservation team of three, including performance tracking, guidelines and reporting to the Highgate management team.
- Developed from scratch the Resort adventure programming, including local sourcing, pricing, contracting, scheduling and reporting, with an approximate revenue of \$60K in 2021.
- Directed the Resort's contracted PR and social agency to implement a media strategy with the goal to increase traffic to the SalmonFallsResort.com. Year-over-year website referrals increased 64% in 2021.
- Earned coverage in top publications, including *Conde Nast Traveler*, *Travel + Leisure*, *Maxim*, *Men's Journal* and *Field & Stream*.
- Ran point on all VIP and group visits, overseeing contracting, scheduling, 3rd-party bookings and F&B arrangements as well as guest relations while on property.

Visit Seattle

Seattle, WA

Interim Director, International Tourism (2020)

- Renegotiated the contracts of seven global marketing agencies during an emergency review of the department's multi-million dollar budget.
- Advised executive leadership and external stakeholders on current events and travel trends during the COVID-19 crisis.

Tourism Manager (2019-2020)

- Allocated and oversaw annual budgets of \$800K for dedicated contracted agencies in the UK & Ireland, German-Speaking Europe and France.
- Established and implemented highly-visible strategic plans that focused on B2B in-market events, networking opportunities, presentations, and B2C co-op marketing campaigns with key travel partners to increase international visitorship and spending to Seattle.
- Connected international buyers with local suppliers to create unique travel product and incremental business opportunities.

- Worked collaboratively with the Marketing team to produce tailored market-specific content.
- Local tour and travel management, including itinerary creation support for and familiarization tour planning and execution, resulting in additional product and increased visitors to Seattle and the greater region.

Icelandair

Seattle, WA

An international airline headquartered in Reykjavik offering flights to Iceland and continental Europe.

Account Manager, Global Sales (2014-2018)

- Independent outside sales member of the North American team responsible for the development and management of trade and corporate business in sixteen western states and provinces, feeding into five Icelandair gateways.
- Owned the relationships with 70+ contracted accounts by providing support, training and quarterly sales presentations, to contribute \$16 million in revenue in 2017.
- Identified and targeted segment revenue opportunities through sales data and route analysis.
- Resolved emergency issues such as rebooking, cancellations and refunds for contracted agencies with the remote Ticketing Support Team.

CIRI Alaska Tourism Corporation (CATC)

Anchorage, AK

A corporation offering National Park day boat tours, two seasonal lodges, a luxury island retreat and travel packaging services.

Sales Manager (2009-2014)

- Acquired B2B and B2C business from targeted domestic and international clientele across multiple channels.

Explore Fairbanks

Fairbanks, AK

A nonprofit company that serves as the Fairbanks region's official destination marketing organization.

Tourism Sales Manager (2008-2009)

- Increased leisure travel and spending to Fairbanks by promoting the region's attractions to domestic and international travel trade through product training, sales calls and personally guided tours.

Volunteer Work

Skål International (2011-Present)

Anchorage, AK and Seattle, WA

Seattle Chapter President (2017-2019)

Visit Anchorage Board of Directors (2015-2017)

Member of the Finance and Governance Committees

Education

University of Washington

Seattle, WA

Certificate of Strategic Marketing (2018-2019)

Fundamentals of Business Administration: Accounting & Finance (2020)

University of Oregon (2001-2005)

Eugene, OR

B.A., Romance Languages—French and Italian

B.A., Comparative Literature with Departmental Honors

Seattle International Affairs Advisory Board

30 Members: Pursuant to *Seattle Municipal Code 3.14.470*, 12 members subject to City Council confirmation, 2-year terms:

- 1 City Council-appointed
- 11 Mayor-appointed
- 4 Other Appointing Authority-appointed (specify): SMC

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
	F		1.	Seattle-Surabaya	June Cutler	5/1/24	04/30/26	1	SMC
	F		2.	Seattle-Limbe	LueRachelle Brim Atkins	5/1/24	04/30/26	1	SMC
6	F	4	3.	OIR, City of Seattle	Stacey Jehlik	5/1/24	04/30/26	2	SMC
	M	N/A	4.	Greater Seattle Partners	Josh Davis	5/1/24	04/30/26	1	SMC
	F	4	5.	Seattle City Council	Maritza Rivera	5/1/24	N/A	1	Council President
6	M	3	6.	UW, Jackson School	Monique A. Thormann	5/1/24	04/30/26	1	Mayor
6	M	7	7.	Visit Seattle	Liz Johnson	5/1/24	04/30/26	1	Mayor
	F	1	8.	UW, FIUTS	Era Schrepfer	5/1/24	04/30/26	1	Mayor
6	M	6	9.	Consular Association of Washington	Mark M. Gantar	5/1/24	04/30/26	1	Mayor
	M	1	10.	Amazon	Michael A. Harold	5/1/24	04/30/26	1	Mayor
6	F	N/A	11.	World Affairs Council	Jacqueline McLaren Miller	5/1/24	04/30/26	2	Mayor
	F	3	12.	Gates Foundation	Heather Yang Hwalek	5/1/24	04/30/26	1	Mayor
6	M	6	13.	Rotary International	David B. Woodward	5/1/24	04/30/26	2	Mayor
6	F	3	14.	Port of Seattle	Karin Zaugg Black	5/1/24	04/30/26	2	Mayor
1	F	N/A	15.	Small Business Development Center	Ellie He	5/1/24	04/30/26	1	Mayor
6	M	5	16.	Seattle Public Schools	Noah Zeichner	5/1/24	04/30/26	1	Mayor

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	Caucasian/ Non- Hispanic	Pacific Islander	Middle Eastern	Multiracial					
Mayor	6	5			1					8								
Council	0	1																
Other	1	3																
Total	7	9			1					8								

Key:

- *D List the corresponding *Diversity Chart* number (1 through 9)
- **G List *gender*, M = Male, F= Female, T= Transgender, U= Unknown