



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: Augustine K. Rietsema		
Board/Commission Name: Pike Place Market Preservation and Development Authority		Position Title: Member
<input checked="" type="checkbox"/> Appointment OR <input type="checkbox"/> Reappointment		Council Confirmation required? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Appointing Authority: Council <input type="checkbox"/> Mayor <input checked="" type="checkbox"/> Other: <i>Governing Council</i>	Date Appointed: 11/21/2024	Term of Position: * 7/1/2023 to 6/30/2027 <input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i>
Residential Neighborhood/Council District: Council District 7	Zip Code: 98121	Contact Phone No.: [REDACTED]
Background: A Senior Manager of Product, Augustine Rietsema has held several positions at Amazon and has a deep understanding of retail and a strong multi-disciplinary approach to product management and customer interactions. This experience makes him a strong asset to the PDA Council as it implements its 50-year Master Plan. His public service experience includes work as a trustee for the United States Coast Guard Foundation. He lends further strategic expertise, having served as campaign manager for a New York State Assembly candidate, Deputy Finance Director for a U.S. Congressional candidate, and as a Field Organizer for the New York State Democratic Party. The Council approved resolution 24-66 resulting in Mr. Rietsema's fulfillment of Ray Ishii's four-year term, running through June 30, 2027.		
Authorizing Signature (original signature): 		Appointing Signatory: Name Devin McComb Position PDA Council Chair

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

Augustine K. Rietsema

Recent Experience:

Amazon.com: Seattle, WA, April '17 - Present

Sr. Manager – Product Management, Tech, Buy with Prime & Multi-Channel Fulfillment; October '20 – Present

- Manage a team of 10 Sr. and Principal Product Managers- Tech, responsible for delivering the merchant facing elements of Amazon's Buy with Prime and Multi-Channel Fulfillment program. These PMTs carry direct responsibility for the roadmap of >100 engineers.
- Manage a team of 4 technical programming writers responsible for delivering all [customer facing help documentation](#) for Buy with Prime and Multi-Channel Fulfillment.

Senior Product Manager - Tech, Pricing, Amazon Fresh Stores; October '19 – October '20

- Responsible for pricing strategy and execution for Amazon's strategic push into large-scale physical grocery.
- Single-threaded owner of a monthly pricing review with VP audience to provide insight into pricing metrics and strategy.
- Ideate and launch products built to harmonize core Amazon.com pricing systems with the nuanced requirements of a grocery environment (e.g. competitive intelligence, variable weight pricing, regional pricing, pricing integrity).
- Manage a team of associates tasked with monitoring competitors and providing pricing intelligence.
- Participated in regular backlog grooming and sprint planning with Technical Program Managers, Software Development Managers, and Business Intelligence leaders across multiple internal teams; including central pricing, physical stores tech, competitive monitoring, and grocery catalog/selection.

Senior Program Manager, Supply Chain; July '18 – October '19

- Served as Program Manager for the U.S. Direct Fulfillment program – the fastest growing fulfillment channel within Amazon Retail at the time, accounting for \$3 billion+ of annual customer shipments.
- Convened and oversaw cross-functional teams designed to solve challenges involving channel optimization, vendor lead time management, ship cost reduction, carrier capacity constraints, reverse logistics, and new selection onboarding.
- Navigated complex data sets using SQL to understand project impacts and overall health of the Direct Fulfillment program.
- Communicated with executive audiences across multiple verticals up to the SVP level to provide program updates and maintain internal alignment.

Retail Vendor Manager II, Home Innovation Team; October '17 – June '18

- Managed a portfolio of 15 strategic furniture vendors representing \$100M+ in annual revenue. Analyzed financial performance, consulted on growth strategy, facilitated deal participation, and negotiated vendor terms. Achieved YoY growth rate of 71% among vendor set (vs. 24% category average).
- Served as project manager for the launch of Amazon's first exclusive designer collaboration, Now House by Jonathan Adler (owned the launch through Oct. '18).
- Collaborated with central supply chain teams to launch Project BOOSTER – a five-person cross-functional team tasked with identifying improvements to vendor lead time measurement logic. Results of this project enabled faster, more accurate lead times to be communicated to end customers while still achieving delivery estimate accuracy. Project delivered \$25M in incremental sales from March '18 to July '18.

Business Development Manager I, Home Innovation Team; April '17 – September '17

- Conducted ecommerce business development across the home furnishings category; worked to onboard strategic vendors and expand selection offerings from existing partners. Closed selection gap of 3.5k+ priority SKUs across 50+ vendors (closed 66.9% of owned selection gap, +1614bps vs. team average of 50.8%).
- Developed scalable SOPs for use by global central teams designed to better automate the process of mapping existing Amazon selection while identifying gaps; trained international teams on usage of the SOPs.
- Served as a fulfillment operations specialist; developed automated solutions to minimize vendor ship times which were scaled across the entire Amazon vendor fulfillment network.
- Promoted to Vendor Manager II after 6 months; 18 months ahead of standard promotion schedule.

Education:

Cornell University: Ithaca, NY

GPA: 4.0

B.S. Industrial & Labor Relations; Minor in Business

Jan. '13 – May '14, Jan. '15 – May '16

Board Experience:

Trustee, [United States Coast Guard Foundation](#)

The Coast Guard Foundation is committed to ensuring all Coast Guard members and families have the resources they need to build resilience throughout their lives.

Other Experience:

MacroFuel Food, Inc: Ithaca, NY

Founder & CEO; Aug. '15 – January '17

- Led the company through a successful Kickstarter campaign to bring product to market; sourced funding of over \$22,000 in 30 days. This was completed while I was still an undergraduate at Cornell.
- Built a creative, international, self-sustaining supply chain that utilized contract manufacturing and fulfillment to bring the product to customers with minimal labor costs.
- MacroFuel sold \$90,000 worth of product in 10 months of operation.

Billy Jones for NYS Assembly: Plattsburgh & Albany, NY

Campaign Manager; August '16 – November '16

- Led the campaign to elect the first Democrat to represent the 115th Assembly District of New York in over 50 years.
- Handled day-to-day operations while managing campaign staff, interns, and volunteers.
- Oversaw all campaign communications while organizing earned media events and managing press relations.
- Organized campaign fundraisers and managed a budget exceeding \$1,000,000.

Aaron Woolf for Congress: Plattsburgh, NY

Deputy Finance Director; May '14 – November '14

- Owned an individual donor outreach program which raised over \$730,000 in six months, while working directly with the entire finance team in raising over \$1,100,000 in the same period.
- Managed relationships with existing and prospective donors; enabled the utilization of their networks, as well as direct solicitation.
- Played a leading role in organizing 50+ person fundraising events with surrogates including Congressman Paul Tonko, Congressman Bill Owens, and Albany Mayor Kathy Sheehan.

New York State Democratic Party: Plattsburgh, NY

Field Organizer; May '12 – November '12

- Organized all volunteer operations in three separate counties for the successful re-election bid of Rep. Bill Owens (NY-21). All three counties turned out higher vote totals for the Congressman than initial campaign projections.
- Recruited, trained, organized, and retained over 100 active volunteers, as well as 12 interns.
- Produced over 1,300 volunteer shifts that delivered 75,000 phone calls and knocked 14,000 doors throughout the campaign.

Pike Place Market Preservation and Development Authority

December 2024

12 Members: Pursuant to *RCW 35.21.730 and Seattle Municipal Code 3.110; all subject to City Council confirmation, 4-year terms:*

- 4 Mayor-appointed
- 8 Other Appointing Authority-appointed (specify): (4) Constituency and (4) PDA Governing Council

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	M	7	1.	Member	Gabriel Grant	7/1/22	6/30/26	1	Mayor
6	M	3	2.	Member	Paul Neal	7/1/21	6/30/25	2	Governing Council
6	M	7	3.	Member	Devin McComb	7/1/21	6/30/25	2	Mayor
6	M	7	4.	Member	Nick Setten	7/1/22	6/30/26	2	Constituency
6	M	6	5.	Member	Russell Monroe	7/1/21	6/30/25	1	Constituency
6	M	7	6.	Member	Augustine K. Rietsema	7/1/23	6/30/27	1	Governing Council
1	M	7	7.	Member	Gundeep Singh	7/1/24	6/30/28	2	Mayor
6	F	6	8.	Member	Margaret Norton-Arnold	7/1/22	6/30/26	1	Governing Council
6	F	N/A	9.	Member	Christine Vaughan	7/1/24	6/30/28	1	Constituency
6	F	7	10.	Member	Gina Karaba	7/1/23	6/30/27	1	Constituency
6	F	N/A	11.	Member	Patrice Barrentine	7/1/24	6/30/28	4	Governing Council
6	F	3	12.	Member	Jan Hendrickson	7/1/23	6/30/27	2	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	3	1			1					3			
Gov. Council	2	2								4			
Other	2	2								4			
Total	7	5			1					11			

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.