City of Seattle Boards & Commissions Notice of Appointment

Appointee Name:
Pamela Quadros

Board/Commission Name:
Central Waterfront Oversight Committee

Position Title:
At-Large

Appointment ***OR*** ☒ **Reappointment**

Council Confirmation required?
X Yes
☐ No

Appointing Authority:
X Council
☐ Mayor
☐ Other: *Fill in appointing authority*

Term of Position: *
1/1/2026
to
12/31/2027

☐ *Serving remaining term of a vacant position*

Residential Neighborhood:
West Seattle

Zip Code:
98116

Contact Phone No.:
[redacted]

Background:
With over 20 years of executive leadership spanning media, advertising, government, nonprofit, and smart city sectors, I bring a corporate mindset with a mission-driven approach. As a business strategist and operator, I have led national and regional teams to achieve measurable results in revenue growth, product innovation, operational efficiency, and organizational development. My background includes executive roles in both corporate and nonprofit environments, giving me a unique ability to bridge sectors, align stakeholders, and drive sustainable impact.

As a certified DEI leader, I prioritize building inclusive, high-performance cultures where diverse teams thrive and deliver. I've successfully co-created public-private partnerships, developed community impact strategies, and scaled growth initiatives with organizations ranging from Fortune 500 companies to grassroots nonprofits.

My core strengths include launching and evolving go-to-market strategies, leading high-stakes fundraising, operational leadership, and business development initiatives, managing cross-functional operations, and overseeing complex P3 projects across diverse markets. I bring depth in strategic planning, talent development, and financial oversight, while fostering strong partnerships across internal departments, government entities, philanthropic groups, and community coalitions.

Whether driving corporate innovation or advancing equity through nonprofit collaboration, my focus remains on long-term value creation, disruptive thinking, and purpose-driven business leadership.

Authorizing Signature (original signature):

Date signed (appointed): 11/6/2025

Appointing Signatory:
Joy Hollingsworth

Seattle City Councilmember

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

PAMELA QUADROS, MBA

PROGRESSIVE LEADERSHIP | CULTIVATOR OF TALENT AND RELATIONSHIPS

[redacted]

I am a dynamic senior executive with a track record of revenue generation and financial performance. I have developed a reputation for action, team building, new product development, talent growth, and strategic partnerships during my career of increasing scope and responsibility. My management style lends itself to innovation and developing high-performing products, teams, and leaders through collaborative and inclusive work environments where talent can bring their whole selves to work. While maintaining high standards and providing appropriate recognition and rewards, I leverage collaborative, decisive, and investigative leadership to optimize day-to-day business. I am a true problem solver, experienced industry disrupter, and strategic thinker with a bias for action. I motivate my teams with an entrepreneurial mindset, strong business intuition, and technology growth.

LEADERSHIP	EXECUTION	INFLUENCE
Employee Engagement & Development	Forecasting, Reporting, Driving Revenue	Masterful Networking & Negotiating
Diversity, Equity, & Inclusion	Customer Service & GTM Strategy	Strategic Partnership Management
Community Relations	KPIs and Product Development	Expert Business Development
Cross-Functional Relationships	PNL & Budgeting	Sales, Marketing, & Analytics
Business Operations Management	Continuous Process Improvement	Coach, Mentor, Thought Leader

PROFESSIONAL EXPERIENCE

Seattle Sports Commission, Seattle, WA (January 1, 2024-Present)

Vice President of Partnerships

In collaboration with the CEO, the VP of Partnerships is tasked with developing and executing a diversified revenue strategy through strategic corporate partnerships, event ticket sales, membership dues, fundraising, and grants. This role involves managing relationships with commercial partners, overseeing proposal development, activations, fulfillment, and partnership renewals. The VP of Partnerships also spearheads community engagement efforts with local associations and neighborhoods. Additionally, they support the SSC Team in executing signature events and attracting world-class sporting events to Seattle. Furthermore, the VP leads fundraising initiatives for both the Commission and Foundation.

Puget Sound Business Journal of American City Business Journals– Seattle, WA (April 2021-Dec 2023)

Vice President of MultiMedia

I lead a team facilitating strategic multi-media solutions and projects for enterprise, midmarket, government, non-profit, and tech companies using digital media, strategic partnerships, event sponsorship, traditional advertising, research sales, and native thought leader communication and content. ACBJ hired me to change the office's culture, develop new initiatives to generate revenue, and improve internal and external communications to increase productivity by assessing the company's needs and priorities. Expertise includes day-to-day sales & marketing operations, development of operational efficiency, budget management, internal communications with the broader ACBJ organization, coaching, mentoring, training, and KPIs. The territory is part of Canada and the USA.

Highlights of Business Impact

- Led the division out of the Pandemic, surpassing revenue goals with out-of-the-box solutions to increase event, media, and research revenue.

Coach PQ LLC – Seattle, WA (a position held while obtaining an MBA and during the Pandemic) (2016-present)

Consultant

I specialized in helping businesses, governments, talent, and communities realize their potential and purpose while assisting in sales, marketing, and obtaining growth. Expertise includes mentoring, coaching, Management Development, Workplace Culture, Organizational Development, Revenue Generation, Community Non-Profits, Career Growth,

[redacted]

Recruitment, Sales & Marketing, Advertising Sales and development, Change Management, Personal Development, Team Building, Training Development, Trainer, Strategist, Consultant: government partnerships (P3) and development, Diversity and Inclusion training and implementation.

- Some clients include Girls Rock Math, Seattle Public Schools, OutFront Media, Lamar Advertising, and Supergraphics.

Intersection Co. (Alphabet Company, formerly Titan Outdoor LLC, a private company) – Seattle, WA (2004-2016)

Vice President General Manager

A disrupter in smart cities, Titan hired me as the first Vice President to lead the Go-To-Market strategy & start up the company across multiple markets. I also lead the launch and development of sales & marketing strategies, training, and the day-to-day operations in the Pacific Northwest territory, including the program management of the government partnership. Additionally, I facilitated the office climate & culture development with diversity and inclusion management. Finally, I met the division's financial & non-financial objectives through talent development, quantitative data analysis, effective communication, productivity, efficiency, and program management. Government partners included King County Metro, Sound Transit, Community Transit, Kitsap Transit, and Pierce Transit.

Highlights of Business Impact

- Grew advertising revenue for our transit partner from **$5.7 million by $2 million** per year for three years, reaching **over $10 million** in revenue in the first half of our contract term
- During my tenure, I developed GTM strategies for eight new product lines that resulted in over $19.5 million in new gross revenue, which is still in operation. This is a feat, considering some products sell for $22 monthly.
- I received **Manager of the Year** due to outstanding operational leadership and exceeding sales projections.
- Established strategic partnership programs that led to an excess of **$5M in cost savings** over 11 years
- Extended **government contract without RFP** process due to exceptional relationship management
- I was the lead representative for trade and other professional associations, community, government, and civic groups, as well as key accounts and industry leaders within media and advertising agencies.
- Program Manager of multiple projects, clients, and employees simultaneously, locally and nationally.

EDUCATION

Diversity and Inclusion for HR Certification – Cornell University (2020)
Master of Business Administration (MBA)- Southern New Hampshire University (2018)
Bachelor of Business Administration (BBA) – British Columbia Institute of Technology | Thompson Rivers University
Diploma of Technological Sales, Marketing Management – British Columbia Institute of Technology
Computer proficiency – Salesforce, Microsoft Office, social media, CRM, and various proprietary software
Professional sales training courses like Brian Tracy**,** Integrity Selling, The Center for Sales Strategy, Pitney Bowes

COMMUNITY ACCOLADES & VOLUNTEERISM

Seattle Public Schools, Government and Non-profit volunteerism and paid contracting (2013-present)
Outstanding Graduate Master of Business Administration – Southern New Hampshire University (2019)
Golden Acorn Award Non-Profit award (2019)
Recognized as one of **Puget Sound's 40 under 40** (September 2013)
Essential Award, WestSide Baby (2013) Board Member
Titan Cares and various other board positions (2004-2016)
Recognized as one of **Clark County's Accomplished & under 40** (November 2003)

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Central Waterfront Oversight Committee

20 Members: Pursuant to Ordinance 125761 and Section 5 amended by Ordinance 126983, 14 members subject to City Council confirmation, all positions shall be 2-years except positions 15 through 20 which shall be permanent.

- 7 Mayor- appointed
- 7 City Council- appointed
- 6 Other Appointing Authority: Chief Executive Officer, Executive Director or designee

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
			1.	At-Large (Environmental)	Donny Stevenson	1/1/26	12/31/27	3	Mayor
			2.	At-Large (Labor)	Katie Garrow	1/1/26	12/31/27	3	Council
6	M	7	3.	At-Large	Gerry Johnson	1/1/26	12/31/27	3	Mayor
			4.	At-Large	Pamela Quadros	1/1/26	12/31/27	2	Council
			5.	At-Large	Eric R. Howard	1/1/26	12/31/27	3	Mayor
3	F	2	6.	At-Large	Michelle A. Rusk	1/1/26	12/31/27	3	Council
			7.	LID Residential Tenant	Leslie Veloz	1/1/26	12/31/27	1	Mayor
6	M	6	8.	LID Commercial Tenant	Jim Rowe	1/1/26	12/31/27	3	Council
			9.	LID Hotel Property Owner	Vacant	1/1/26	12/31/27		Mayor
6	F	7	10.	LID Condominium Owner	Emily Hoober George	1/1/26	12/31/27	3	Council
6	M	7	11.	LID Residential Apartment Property Owner	Edward M. Leigh	1/1/26	12/31/27	3	Mayor
			12.	LID Office Property Owner	Ryan Smith	1/1/26	12/31/27	1	Council
			13.	LID property on or within one block of Pike/Pine St. owner	Shawn Jackson	1/1/26	12/31/27	3	Mayor
			14.	LID Commercial/Retail Property Owner	Vacant	1/1/26	12/31/27		Council
6	F	3	15.	Pike Place Market PDA	Rachel Ligtenberg	9/1/25			Executive Director (or designee
			16.	Seattle Aquarium Society	Peggy Sloan	1/1/26			Chief Executive Officer (or designee)
6	M	4	17.	Downtown Seattle Association/MID	Jon Scholes	12/31/19			Chief Executive Officer (or designee)

6	M	NA	18.	Seattle Historic Waterfront Association	Bob C. Donegan	12/31/19			Executive Director (or designee
6	F	2	19.	Alliance for Pioneer Square	Lisa Dixon Howard	12/31/19			Executive Director (or designee
	F		20.	Port of Seattle	Geri Poor	1/1/24			Executive Director (or designee

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	3	0								3			
Council	1	2					1			2			
Other	3	3								5			
Total	7	5					1			10			

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.