



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: *Sarah C. Rich*

Board or Commission Name: *Seattle Center Advisory Commission*

Position Title: *Member*

☐ Appointment ☒ Reappointment

***Term of Position:** *9/29/2026 to 9/28/2029*

☐ *Serving partial term (eligible for full terms thereafter)*

Appointing Authority: ☐ City Council ☒ Mayor ☐ Other: *Insert Appointing Authority*

City Council Confirmation Required? ☒ Yes ☐ No

Residential Neighborhood: *Council District 6*

Appointee brief overview:

Sarah Rich is currently a full-time mother and volunteers for her children's schools. Rich previously worked as the Digital Marketing Manager at Ritani where she worked on their email and affiliate marketing programs. Before that, she was the Marketing and Retention Manager at The Seattle Times where she drove the subscription retention and direct marketing strategies.

Rich served as a Get Engaged Member of the Seattle Center Advisory Commission prior to serving as a Commissioner. She was part of the Imagine Curriculum Team that won the AKCHO Heritage Education Award in 2012 for curriculum it developed about Seattle Center and the 1962 World's Fair. In 2010, she received a Newspaper Association of America award for curriculum development.

Rich is a graduate of Oberlin College with a concentration in geology. She also holds a Master's in Teaching from Pace University and completed the Teach For America program, teaching high school earth science in the Bronx.

Appointing Authority Signature:

Date Signed: *6/16/26*

Appointing Authority Printed Name and Title:

Katie B. Wilson
Mayor of Seattle

Sarah C. Rich

Marketing Manager – Consumer Products

Energetic, digitally-savvy marketing professional with nine years of experience helping acquire customers, develop sales leads, and drive revenues within a highly competitive B2C industry niche

Areas of Expertise

Marketing Plan Development Campaign Management	Direct Mail / Direct Response	Marketing Project Management
Advertising, Promotions & Special Offers	Telemarketing / Inside Sales	
Customer Loyalty/Retention Management	Recurring Revenue/Subscriptions	Vendor Selection/Management
Collateral, Branding and Messaging	Branding & Positioning	Digital & Social Media Channels

Employment History & Accomplishments

MOTHER

Seattle, WA: 2015-present

- Currently a stay-at-home mom to two children, the role for which I am most proud

CONSULTANT

Seattle, WA: 2016-2019

- Working as a part-time consultant, advising multiple clients and developing their marketing and business strategies

RITANI

Seattle, WA: 2014-2016

- Was responsible for the email and affiliate marketing channels for Ritani.com, which generated over
- \$3MM in annual net revenue
- Managed Ritani's inbound/outbound email programs, developing strategy & content for 200K consumers
- Increased traffic and revenue from the email channel by over 100% by implementing a comprehensive strategy, including promotional, automated and personalized email campaigns
- Directed an end-to-end effort to select a new email service provider for Ritani - researching, negotiating terms and integrating the new solution
- Led the affiliate program, managing over 100 existing partnerships and forging new relationships to drive sales for Ritani.com
- Spearheaded all promotional holiday efforts, working closely with development and content teams to execute promotions for Ritani.com
- Created marketing dashboards to analyze ROI and campaign performance metrics

THE SEATTLE TIMES

Seattle, WA: 2008-present

Marketing & Customer Retention Manager (2013-Present)

- Designed and managed marketing initiatives aimed at improving subscriber retention through various targeted marketing methods including email, direct mail, inserts and display advertising (print/digital)
- Administered budget of \$500k and managed key relationships with vendors and advertising agencies
- Coordinated a weekly rewards/loyalty email campaign with offers from over 50 local partners
- Work closely with Business Intelligence team to analyze ROI and campaign performance metrics
- Participate on (and occasionally lead) larger cross-functional marketing projects for the organization, collaborating with key personnel in the branding, circulation, sales, finance, and advertising departments

Marketing & Promotions Specialist (2011-2013)

- Managed the Seattle Restaurant Week promotion from end-to-end, coordinating partnerships with more than 165 restaurants, attracting over 20,000 customers, and generating more than \$750,000 in revenue
- Coordinated dozens of promotions and sponsorships with major clients including Seattle Theatre Group, 5th Avenue Theatre, Live Nation, Seattle Foundation, Pacific Northwest Ballet and Pacific Science Center
- Designed and ran targeted marketing campaigns to drive incremental revenue and audience engagement
- Received the Seattle Times Sales and Marketing Award for Revenue in 3rd Quarter, 2012
- Worked closely with advertising sales directors to conceptualize and launch creative promotional efforts that generated over \$500k in new revenue and led over \$3.5M in client sales

Outreach Specialist, Newspapers In Education (NIE) Program (2008-2011)

- Led strategic marketing and recruitment plan that grew NIE circulation rates by more than 150%
- Managed a team of contractors in the development of appropriate program curriculum and web content
- Prior experience as **Teach For America Corps Member**, Frederick Douglass Academy III, Bronx, NY.

Education & Affiliations

M.S. Teaching, Pace University, New York, NY (4.0 G.P.A.)

B.A. Geology, Oberlin College, Oberlin, OH (3.62 G.P.A.)

Secretary, Cascadia Elementary PTA (2025-Present)

Member, Green Lake Elementary PTA (2025-Present)

Coach and Volunteer, NCLL (2025-Present)

Leader, Girl Scout Troop #42566 (2024-Present)

Volunteer, Seattle Public Schools (2022-Present)

Commissioner, Seattle Center Advisory Commission (2012-Present)

Member, Get Engaged Program (2012-2013)

Member, Community of Thinkers, Seattle Art Museum (2009-2011)

United Way Giving Campaign Coordinator, The Seattle Times (2011)

Seattle Center Advisory Commission

15 Members: Pursuant to Ordinances 91885 and 108936, 3-year terms; 1 Member pursuant to Ordinance 121568, 1-year term; all members subject to City Council confirmation:

- 16 Mayor- appointed

Roster:

*D	**G	RD	Position No.	Position Title	Name	Term Begin Date	Term End Date	Term #	Appointed By
6	M	7	1.	Member	Matthew Howard Roewe	9/29/25	9/28/28	1	Mayor
6	F	7	2.	Member	Adriane Musuneggi	9/29/25	9/28/28	1	Mayor
6	M	7	3.	Member	Michael George	9/29/25	9/28/28	3	Mayor
6	M	7	4.	Chair	Mark F. Dederer	9/29/25	9/28/28	6	Mayor
6	F	7	5.	Member	Sally Bagshaw	9/29/25	9/28/28	2	Mayor
6	M	7	6.	Member	John Olensky	9/29/26	9/28/29	3	Mayor
6	F	6	7.	Member	Sarah C. Rich	9/29/26	9/28/29	5	Mayor
6	F	1	8.	Member	Ashley McClaran	9/29/26	9/28/29	1	Mayor
6	M	1	9.	Member	Eric Berlinberg	9/29/26	9/28/29	3	Mayor
6	F	7	10.	Member	Michael Johnson	9/29/26	9/28/29	1	Mayor
2	M	4	11.	Member	Matthew Mead	9/29/24	9/28/27	2	Mayor
2	M	N/A	12.	Member	Eric Pettigrew	9/29/24	9/28/27	1	Mayor
7	F	2	13.	Member	Lara Mae D. Chollette	9/29/24	9/28/27	2	Mayor
6	M	N/A	14.	Vice Chair	Will Ludlam	9/29/24	9/28/27	5	Mayor
3	F	2	15.	Member	Gloria Alvarez Connors	9/29/24	9/28/27	5	Mayor
2	F	7	16.	Get Engaged Member	Lauren Campbell	9/1/25	8/31/26	1	Mayor

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	8	8				3	1			11	1		
Council													
Other													
Total	8	8				3	1			11	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.