



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: *Eric Berlinberg*

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 1*

Appointee brief overview:

Eric Berlinberg is a more than 14-year Seattle resident who has extensive experience serving on community and commerce-related boards. Berlinberg serves as Vice President of Program Management at Torc Robotics, which is developing self-driving semi-trucks. Berlinberg previously served as a member of the leadership team that scaled Amazon Prime Air - the drone delivery program at Amazon for over a decade. He was the founder & scaled the largest employee engagement group at Amazon called Connect@Amazon, bringing together hundreds of thousands of employees across 74 Amazon offices globally. Berlinberg previously served as Chief Operating Officer of Manhattan Creative Group, an Emmy award-winning entertainment management firm focused on live entertainment in regional theme parks across the US, live concert series, and commercials. Outside of work, Berlinberg has served on several boards and committees to continue to build Seattle as an equitable and inclusive community. Berlinberg has served on the Seattle Chamber of Commerce Board of Directors, the Seattle CityClub Board of Directors, the Seattle Symphony, the SLU Chamber of Commerce Board of Directors, and the Seattle Chamber of Commerce Young Professionals Network Board of Directors, among others. Berlinberg was a member of the Leadership Tomorrow class of 2020 and continues to volunteer for the organization today. Finally, Berlinberg spends time volunteering with local organizations including FareStart and NW Harvest. Berlinberg resides in West Seattle.

Appointing Authority Signature:

Date Signed: 6/16/26

Appointing Authority Printed Name and Title:

Katie B. Wilson
Mayor of Seattle

STRATEGIC PROGRAM EXECUTIVE | AUTONOMOUS SYSTEMS COMMERCIALIZATION

Executive leader who builds autonomous vehicle programs from zero to commercialization. Created the investment thesis and roadmap that launched Amazon's drone delivery service ("Prime Air"). Now driving the Torc-Daimler partnership through the cultural and technical challenges of bringing autonomous trucking to market. Trusted partner to founders and C-suite in safety-critical, highly-regulated, globally-diverse environments.

SELECT PROFESSIONAL EXPERIENCE

TORC ROBOTICS – *autonomous semi-truck development & commercialization program*

Vice President, Program Management & Business Operations

2024-Present

Lead company-wide program management activities across engineering, safety, operations, regulatory, and enabling functions. Member of the Executive Leadership Team (report to CEO) driving program strategy & managing a diversified portfolio spanning incubation, growth, and optimization phases to bring autonomous trucking technology to customers. Direct a 27-person organization including a dedicated strategy & planning function driving long-range roadmap development, business case analysis, and cross-functional operational execution. Operate as strategic partner to CEO, driving company-wide transformation from R&D to product development organization. Serve as the executive bridge between Torc and Daimler Truck—two organizations with fundamentally different cultures and operating models—shaping joint strategy and resolving cross-company challenges.

- Designed and implemented company-wide Management Operating System aligning 1,000+ employees. Established Weekly Program Reviews, monthly Program Deep Dives, quarterly Executive QBRs, and annual planning cycles, the operating cadence the company now runs on, driving faster alignment and informed decision-making across leadership.
- Drive complex partnership with OEM (Daimler Truck), bridging fundamental cultural and operational gaps between agile software development and traditional automotive processes. Designed collaborative frameworks that aligned two multinational companies with conflicting operating models on joint program strategy, integrated schedule, and operating cadences. Reduced joint milestone slippage from 6+ months to on-schedule within 13 months.
- Launched Torc's first integrated master schedule spanning all functions (engineering, operations, safety, product, real estate, IT, regulatory, and talent acquisition), comprising 9 program-level milestones and 14 engineering sub-milestones. Replaced ad-hoc execution with structured visibility into performance-to-plan, enabling proactive risk identification where none existed previously.
- Led annual planning for \$400M budget across >1,000 employees. Defined executive-level OKRs, cascading goal structure, and incentive scorecard. Drove cross-divisional prioritization and trade-off decisions, including strategic recommendations on program scope and investment allocation, ultimately presenting final funding recommendations to CFO and CEO for approval.
- Established enterprise metrics and KPI framework, tracking performance across talent acquisition, HR, IT, cybersecurity, safety, regulatory compliance, sales pipeline, requirements execution, system performance vs. targets, algorithm reliability, and schedule performance indicators. Metrics consumed weekly by Management Team and Executive Leadership Team to drive accountability and accelerate decision-making, up to and including the C-suite.
- Orchestrated safety case workplan and Driver Out (fully autonomous operation) program strategy definition, leading cross-functional teams to define the program-level plan, key integration milestones, and integrated schedule. Drove alignment across engineering, safety, and operations on program scope, securing executive approval for commercial deployment path.
- Implemented risk and opportunity management framework, enterprise change control board, and corrective action processes with regular inspection, giving leadership early warning on risks before they become problems.
- Launched Voice of Employee program with bi-weekly pulse data and action tracking, giving leadership real-time signal on organizational health during rapid scaling and company transformation, ultimately building high-performing teams while simultaneously increasing employee satisfaction and engagement.
- Developed cross-company safety alignment committee to jointly address long-lead regulatory and safety efforts with FMCSA and NHTSA, enabling the joint Torc-Daimler program to anticipate potential regulatory blockers & considerations prior to launch.

AMAZON PRIME AIR – *autonomous drone commercialization program for package delivery*

Head of Tech Program Management, Strategy, and Business Operations

2018-2024

Joined as 20th employee and sole program manager; grew to lead 30-person organization spanning technical program management, project management, business operations, data engineering, and business intelligence. Directed work of 50+ PMs, TPMs, system engineers, and operations staff across 7 concurrent products from concept through launch. Member of senior leadership team for Amazon's autonomous drone delivery program.

- Drove the strategy that created Amazon's drone delivery program. Built the investment thesis, secured >\$5B from CEO and Board, and defined the 10-year product roadmap that took Prime Air from concept validation through commercial launch. Led the program through the hard part (technology development and FAA certification) before transitioning at scale-up.
- Led cross-functional teams (product, systems engineering, safety, science, hardware) to define 8,700+ product requirements; the technical foundation for FAA certification and commercial launch.
- Led customer, product, and operations teams to launch Amazon's first US commercial drone delivery service to customers in College Station, TX and Lockeford, CA. Directed teams to secure US Federal Aviation Administration approval to operate despite no defined regulatory path. Led teams to achieve >10,000 packages delivered to customers in first year of commercial operations.
- Established a weekly business review mechanism and led the creation of >800 KPIs across operations, expansion, product development, and safety metrics that are leveraged by 500 employees weekly, up to and including C-Suite.
- Drove hardware, software, and systems engineering teams in developing design of the innovative new drone design ("Mark30"). Directed 500+ engineers to deliver 350 engineering and product design documents for key engineering gate review to validate designs and ensure cost and reliability targets were achieved. The Mark30 drone entered service in 2024 and is positioned to scale operations to customers in the US, UK, EU beginning in 2026.
- Led the launch of 12 drone operations centers in 3 countries and 9 drone development labs in 4 countries, navigating through complex trade restrictions to enable global development across time zones.
- Delivered and presented 45 program update, operational planning, and program strategy narratives to Amazon C-Suite and CEO.
- Advised VP and executive team on streamlined org design by identifying non-critical functions, eliminating non-value add activities, and simplifying structure based on team interfaces, leading to an optimization from 1,200 to 780.
- Amazon Bar Raiser (<1% of employees); led 325+ interview loops resulting in 200+ hires across the company

Chief of Staff & Head of Program Management

2014-2018

Served as Chief of Staff to Vice President/General Manager of Prime Air, leading Technical PMO, Strategy, and Business Intelligence Teams to deliver engineering validation of early-stage drone delivery concepts to prove out business case.

- Led technical teams to deliver three components of business case validation: (1) drone design achieving target reliability, (2) autonomy features eliminating human operators to reduce variable costs, and (3) regulatory foundation enabling progressively complex flight operations. Delivered weekly status updates to CEO and C-Suite.
- Selected & delivered a product requirements management system to track thousands of business, customer, and product requirements to ensure unified cross-org product development direction across hardware and software.
- Created requirements definition for new, innovative hex-wing drone design ("Mark27"), including leading engineering and science teams through engineering trade studies to ensure design met customer and business case requirements.
- Managed product, operations, regulatory, safety, and real estate teams to launch first drone delivery trial program in Cambridge, UK, with no regulatory framework. This launch enabled 100 customers to receive drone delivery of >1,000 products.

Professional experience prior to 2014 available upon request.

EXECUTIVE BOARD & ACADEMIC EXPERIENCE

- Founder, Connect@Amazon. Launched & scaled Amazon's largest employee resource group to 72 chapters and 120,000+ members globally. Secured \$2M in funding from Amazon Chief HR Officer, led 750 volunteers, and launched enterprise software platform with 100,000+ MAU. Recognized by Jeff Bezos with 2 "Just Do It Awards".
- Commissioner, Seattle Center Commission. Appointed May 2023.
- Board Member, South Lake Union Chamber of Commerce. Launched \$500k COVID relief fund; grew membership to 100+ businesses.
- Board Member, Seattle CityClub. Led strategy for statewide debate events; supported \$3M fundraising over 4 years.
- Participant, Young American Leadership Program, Harvard Business School, 2023.
- **Bachelor of Science in Business Administration** | Colorado State University, Fort Collins | Awarded "Graduate of the Decade"

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.