



City of Seattle Boards & Commissions Notice of Appointment

Appointee Name: *James Williams*

Board or Commission Name: *Board of Parks and Recreation Commissioners*

Position Title: *Position 14 (City Council District #6)*

Appointment **Reappointment** ***Term of Position:** *3 years from City Council confirmation*

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: *Magnolia*

Appointee brief overview:

James brings his extensive experience leading zero-to-one product development and cross-functional teams in mission-critical environments. His background spans military leadership, enterprise SaaS platforms, new product introduction, and operations. He has a proven track record of building and scaling AI/ML-enabled products, managing strategic partnerships, and delivering complex technical solutions that drive measurable business impact through data-driven decision-making.

A former Army Captain, James earned a Bronze Star for his combat service and was consistently recognized by commanders for his leadership. He is the father of two young children and regularly spends time at Discovery Park. He values the role of SPR programs and outdoor opportunities in strengthening Seattle communities by offering accessible, affordable ways for residents to connect and build relationships.

James is committed to engaging thoughtfully with the community to listen to concerns and take the time to respond carefully to issues brought before the Board.

Appointing Authority Signature:

Date Signed: 5/27/2026

Appointing Authority Printed Name and Title:

Councilmember Debora Juarez, Chair Parks and City Light Committee

Summary: Think big leader with experience leading zero-to-one product development and cross-functional teams in mission-critical environments. Experience spans military leadership, enterprise SaaS platforms, new product introduction, and operations. Proven track record of developing AI/ML-enabled products, managing strategic partnerships, and scaling complex technical solutions across multiple stakeholders. Former Army Captain earning a Bronze Star for his combat service and recognition from commanders for his leadership abilities. Proven track record of building and scaling products that drive measurable business impact through data-driven decision making.

Amazon

Principal Product Manager - Technical, Amazon Last Mile

Dec 2024 - Present

- Leading initiative targeting \$33MM annual savings through behavioral science and ML-driven solutions
- Architected integration of new quality signals into delivery quality models, impacting 900k+ delivery partners globally
- Developed A/B testing framework and launched first experiment to measure the impact of UX interventions to driver quality
- Managing cross-functional team of 30+ across science, program management, and engineering

Principal Product Manager - Technical, Amazon Surveys

Oct 2022 – Nov 2024

- Developed and launched a net new survey software product for internal Amazon use to improve employee engagement, insights generation, and save on 3rd party software licensing fees projected to save \$32MM in costs; scaling adoption for new product to 22k users within one year of launch.
- Provided product strategy and leadership for a cross-functional team of 25+ developers, defining scope, prioritizing features, and managing execution to deliver a fully integrated survey tool.
- Led development of AI-enabled feature leveraging Amazon Bedrock LLMs for survey automation and insights generation
- Created automated compliance and security frameworks for sensitive data handling at scale

Principal Product Manager, New Product Initiatives – Autonomous Mobility

Aug 2021 – Sept 2022

Seeking new billion-dollar product opportunities for Amazon within sustainable mobility.

- Led SVP level initiative for an Amazon built enclosed Smart delivery e-trike proposal projected to save \$55MM annually
- Developed a strategic framework doc for Devices SVP and directs which describes the mobility market segment in 2030 with the thesis being that micro mobility would be a lucrative product category for Amazon investment.
- Integrating the AV Ride hailing subsidiary Zoox into Amazon; seeking opportunities to leverage our scale to support their goals. Initiatives such as leveraging AMZL vehicles for on-road data collection, a proposal to use Zoox's tech stack to power autonomous driving for Last Mile, and identifying & acquiring an unused AMZL site for Zoox testing.

Sr Mgr, Retail Central Programs, Amazon Go Convenience

Aug 2020 – July 2021

Led a team of 20 program managers owning new store launch & renovations, catalog and selection management systems, and new store program introduction within the complex tech enabled Just Walk Out environment.

- Facilitated the development and implementation of a new pricing strategy, leading to a 3% revenue increase through price elasticity analysis and competitive benchmarking.
- Pioneered and launched innovative net new programs which expanded the Amazon Go offering and drove incremental sales.

Transfix

Executive Director

Jan 2019 – July 2020

Leading team of 125+ people for a \$186MM supply chain technology business. Responsible for integrated customer and carrier experience, while driving industry-leading KPI's and automated tracking visibility.

- Developed a culture of excellence and high performance which led to a 1.5x increase in efficiency YoY, a 62% reduction in service delays, and all-time record throughput.
- Developed data-driven lane categorization system analyzing 1,200+ market combinations, leading to automated prioritization of high-value routes; improved margins from -1.7% to 6.4% across 43 target lanes and increased revenue by \$971K above monthly budget through ML-based route optimization and pricing algorithms
- Designed a product roadmap leading to a 3x increase in customer self-service interactions, 14% increase in automated carrier tracking, and the development of a proprietary 'task manager' tool which dynamically prioritizes the associates' workflow.
- Crafted new organization and leadership structure including reshoring an offshore team, building career ladders and new compensation structure, which reduced regretted attrition by more than 60%.

Walmart eCommerce

Director, Product Management - Grocery Delivery Experience

Jan 2017 – Dec 2018

Trailblazing the future of online grocery through innovation in transportation, packaging, and food safety. Led a customer focused & data driven culture of continuous improvement through a team of associate directors, senior managers, engineers & analysts.

- Transformed the business from a two-day delivery service in small parcel to a same day & next day offering within 90 days.
- Piloted same-day scheduled 2-hour window delivery functionality to Jet Fresh customers, leading to a customer satisfaction improvement of 25 pts as measured by NPS.
- Led packaging improvements resulting in 50% of cost savings per order, leading to positive simple margin.
- Reduced product delivery related damages by 36%.

Amazon

Site Leader, Amazon Robotics

Apr 2016 – Dec 2016

Senior leader launching a newly designed 1.2 million sq. ft. automated fulfillment center; hiring, training, and developing a team of 64 managers, and 1200+ full time associates, ramping to receiving and shipping over two million units weekly.

- Drove record launch speed, with the site receiving its first unit in under 120 days from lease signing.
- Recognized as within the top 10% senior leaders within all of US Operations

Head of the EU Recruitment Project Management Team & Campus Recruitment

May 2015 – May 2016

Assigned to lead a project management team to drive innovation & continuous improvements to optimize the processes for pan-European recruitment teams which hired over 2500+ candidates.

- Implemented a candidate analytical assessment tool impacting over 100k applications annually leading to higher quality candidates based on scientifically validated benchmarks and a recruitment pipeline time savings of over 500k EUR.
- Led the EU undergraduate and MBA recruitment programs that directly hired 560+ exempt leaders into 7 European markets.

Sr Manager, Productivity Improvement Team (Project Based Assignment)

Jan 2015 – Apr 2015

Hand-selected by VP of EU Operations to build a team of 10 experts and drive an ambitious playbook to tackle significant cost and quality challenges across the EU fulfillment network.

- Within 12 weeks drive 13.4% improvement in outbound and 6.1% improvement in inbound in the target sites.
- Implemented quality management system resulting in step level improvement in customer experience performance.

Sr Manager, Process Engineering

Feb 2014 – Jan 2015

Led a team of engineers, while overseeing the development and deployment of all process standards for the pan-European Fulfillment center network. Drove the creation and implementation of FC process, software and process standards, by providing process skills to FC leaders, end-to-end support for FC launches, by rolling out of software projects aligned process improvement initiatives, by supporting Standard Work and Kaizen events and by running and coordinating selected cross-functional projects and being the primary operations liaison with other departments.

- Directed the development and execution of process training in the network, developing a program supporting 30+ sites, and training over 250 technical leaders.
- Chartered and implemented an FC software initiative that automated 80% of manual decision-making in operations.

Sr Manager, Global Operations Integration

Oct 2013 – Jan 2014

Change leader & technical process expert on a team that benchmarked Amazon's fulfillment practices against best-in-class operations in order to apply these methods to critical EU facilities and rapidly improve productivity performance.

- Conducted a series of in-depth analysis projects to identify where the prevailing improvement measurement methodologies had fallen short, and utilized these analyses to determine where to signal a change in direction.
- Validated savings of \$45MM+ in variable cost in the target fulfillment centers.

Western Region Start-Up Manager and Subject Matter Expert

Jun 2012 – Sept 2013

Subject matter expert and lead process development and standardization efforts across ten Amazon fulfillment centers, two of which were new greenfield launches in 2012. Drove software requirement gathering and prioritization efforts for NA fulfillment.

- Built and delivered a series of high impact training modules for senior leaders from the EU that were used as a component of an overall strategy of best practice sharing and integration between regions.

Outbound Operations Manager

Jun 2010 – May 2012

Handled strategic planning/forecasting, appraisals, reward and discipline, problem solving, and labor planning.

- Developed eight new campus hire area managers across a 24 hour operation, training them on everything from basic management practices, to mentoring through complex process improvement events.
- Increased picking department performance by 19% within three months of focused activity.
- Led multiple large-scale kaizen process improvement projects resulting in validated annualized savings over \$650k

United States Army

Chief of Operations & Planning Officer

Jun 2009 – Jun 2010

Developed training/deployment plans for a 5,200-person brigade, developed mission execution tracking mechanisms and drove unit effectiveness through accountability. Implemented operations research and analysis to assist commander in combat employment.

Battalion Battle Captain: Manager, Tactical Operations Team

Nov 2008 – May 2009

Managed a tactical operations team of 12 soldiers and non-commissioned officers that coordinated operations for over 1,200 combat missions and directed assets of an 800 person unit in southern Baghdad.

- Coordinated personnel and vehicle assets to conduct multiple mission types, including indirect fire and close air support, unmanned aerial vehicle deployment, operation and recovery, vehicle recovery, and medical evacuation.
- Supported Army Special Forces and Navy SEAL teams in conducting short-notice missions based on time-sensitive intelligence reports, and selected as a member of security planning team for the January 2009 Iraqi elections.

M1A1 Abrams Tank Platoon Leader

Apr 2006 – Oct 2008

Full accountability for training & deployment readiness planning and combat mission execution for a tank unit, implementing strategies that resulted in improvements to the standard of living and security in Wasit & Baghdad province. Awarded the Bronze Star.

- Completed two successful civil irrigation projects supporting 13,000 people, valued at over \$400k.
- Rated in top three of all junior officers in the Battalion in senior leader evaluation.

Education

Master of Business Administration (MBA) *Arizona State University, W. P. Carey School of Business, Graduated 2014*

Bachelor of Arts (BA), International Relations, *University of Southern California, Graduated 2006*

Extras

Published in Wall Street Journal, April 2020 “From Iraq to New York: Thank Those Who Keep on Truckin”

SKILLS & TECHNOLOGIES

- Product Development: AI/ML solutions, SaaS platforms, Sprint/Epic planning
- Technical Integration: API development, LLM implementation, system architecture
- Release Management: Agile methodologies, continuous deployment, feature flagging
 - Cross-functional Leadership: Engineering partnerships, stakeholder alignment
- Strategic Planning: Product roadmap development, technical requirement definition

BOARD OF PARKS AND RECREATION COMMISSIONERS

15 Members: Pursuant to Ordinance 12680, all members subject to City Council confirmation, with 3-year terms, except for position 5 which serves as a one-year term and is a Get Engaged member per SMC 3.51.

- 7 City Council-appointed
- 8 Mayor-appointed
- 0 Other Appointing Authority-appointed:

Roster as of June 2026

Position Number	Position Title	Appointee Name	Term Begin Date	Term End Date	*Term Number	Appointed By
1	At-Large	Ryan Baum	5/14/24	5/13/27	1	Mayor
2	At-Large	Jane Stonecipher	9/16/25	9/15/28	1	Mayor
3	At-Large	Steve Lerer	5/14/24	5/13/27	1	Mayor
4	At-Large	Kevin Werner	9/16/25	9/15/28	1	Mayor
5	Get Engaged	Brian Bakker	9/9/25	9/8/26	1	Mayor
6	Commission Seat	Tricia Diamond	5/14/24	5/13/27	1	Mayor
7	Commission Seat	H Bradley Kahn	N/A	3 years from City Council confirmation	1	Mayor
8	Commission Seat	Whitney Nakamura	4/29/25	4/28/28	1	Mayor
9	Council District 1	Rebecca J. Rasch	N/A	3 years from City Council confirmation	1	City Council
10	Council District 2	Daya Zhang	9/16/25	9/15/28	1	City Council
11	Council District 3	John A. Flinn	5/14/24	5/13/27	1	City Council
12	Council District 4	Elise Chisholm Clare	9/17/24	9/16/27	1	City Council
13	Council District 5	Ammanuel Haile-Leul	7/16/24	7/15/27	1	City Council
14	Council District 6	James Williams	N/A	3 years from City Council confirmation	1	City Council
15	Council District 7	Phillip Meng	N/A	3 years from City Council confirmation	1	City Council

Self-identified diversity chart

Appointing Authority	Male	Female	Transgender	Non-Binary	N/A	Asian	Black/African American	American Indian/Alaska Native	White/non-Hispanic	Hispanic/Latinx	Pacific Islander	Middle Eastern	Multi-racial	N/A
Mayor	5	3		1		1	1		6					
Council	4	3				1	2		4					
Other														
Total	9	6		1		2	3		10					

City Council districts represented

Council District	District 1	District 2	District 3	District 4	District 5	District 6	District 7	N/A
Total	3	1	3	4	1	2	1	

*P is for partial initial term. Appointee is eligible for full terms thereafter.