



## City of Seattle Boards & Commissions Notice of Appointment

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                  |                                                                                                                                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Appointee Name:</b><br><i>Benjamin Cohen</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                  |                                                                                                                                                          |
| <b>Board/Commission Name:</b><br><i>Central Waterfront Oversight Committee</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                  | <b>Position Title:</b><br><i>Owner of a Hotel Property</i>                                                                                               |
| <input checked="" type="checkbox"/> <b>Appointment</b> OR <input type="checkbox"/> <b>Reappointment</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                  | <b>City Council Confirmation required?</b><br><input checked="" type="checkbox"/> Yes<br><input type="checkbox"/> No                                     |
| <b>Appointing Authority:</b><br><input type="checkbox"/> City Council<br><input checked="" type="checkbox"/> Mayor<br><input type="checkbox"/> Other: <i>Fill in appointing authority</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                  | <b>Term of Position: *</b><br>1/1/2026<br>to<br>12/31/2027<br><br><input checked="" type="checkbox"/> <i>Serving remaining term of a vacant position</i> |
| <b>Residential Neighborhood:</b><br><i>Queen Anne</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Zip Code:</b><br><i>98121</i> | <b>Contact Phone No.:</b><br>[REDACTED]                                                                                                                  |
| <b>Background:</b> <p><i>Benjamin Cohen brings over 20 years of experience in high-profile, high-demand leisure and business markets, with a strong track record of driving top-line revenue through innovative, multi-channel strategies. He is a creative and strategic thinker, skilled in developing multi-year plans that enhance market positioning, increase share, and optimize operational performance. Throughout his career, he has navigated complex and sensitive labor markets, building and leading high-performing teams while mentoring high-potential talent to achieve measurable results.</i></p> <p><i>Currently serving as General Manager and Director of Operations at the Seattle Marriott Waterfront, he oversees Rooms, Food &amp; Beverage, Event Management, and Banquets teams for one of Seattle's premier hospitality properties. Under his leadership, the property achieved its highest Guest Satisfaction Survey (GSS) ITR score since 2015, reflecting his focus on curated and personalized experiences for cruise and leisure guests. He has successfully repositioned food and beverage outlets, including reopening the dinner restaurant to restore revenue to pre-pandemic levels, while implementing operational efficiencies that drove a 57.3% flow-through for 2023.</i></p> <p><i>His energetic leadership style and commitment to excellence continue to deliver exceptional financial performance and elevated guest experiences. Both guest satisfaction and associate engagement are ahead of year-end targets, and 2024 results are on track to meet budgeted revenue and profit goals.</i></p> |                                  |                                                                                                                                                          |
| <b>Authorizing Signature (original signature):</b><br><i>Katie B. Wilson</i><br><b>Date Signed (appointed):</b> 05/01/2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                  | <b>Appointing Signatory:</b><br><i>Katie B. Wilson</i><br><i>Mayor of Seattle</i>                                                                        |

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

# Benjamin Cohen

## Strategic Operations and Revenue Leader

20+ years of experience in high-profile, high-demand leisure and business markets. Creative and strategic thinker skilled in driving top-line revenue through multiple channels. Success crafting multi-year strategies for hotel positioning and market share growth. Dynamic leader with strong track record in challenging and sensitive labor markets. Energetic leadership style that develops strong teams while mentoring high-potential talent. Driving exceptional financial results through process optimization and efficiencies.

## Professional Experience

### **General Manager/Director of Operations**— Seattle Marriott Waterfront • Aug 2022 - Present

- Managing Rooms, Food & Beverage, Event Management and Banquets teams for the rate-leader in the Seattle market.
- As rate-leader in the market, developed curated and personalized experiences for cruise and leisure guests to drive guest scores and market share. Led property team to highest GSS ITR property score since 2015.
- Led repositioning of F&B outlets, including reopening dinner restaurant to return outlet revenue to 2019 levels.
- Implemented strategies and efficiencies that led to a flow-through of 57.3% for 2023.
- 2024 results on pace to achieve budgeted revenue and profit margin. Guest satisfaction and Associate satisfaction scores are ahead of their year-end goals.

### **Director of Operations**— Courtyard King Kamehameha Kona Beach Hotel, Kailua-Kona, HI • Aug 2021 – July 2022

- Led resort operations of the largest Courtyard in the world with 455 rooms and 20K sq ft of meeting space.
- Led operations team through periods of high occupancy and low staffing to above brand GSS scores with ADR increase of \$70 over 2019.
- Through driving F&B and ancillary revenues helped to lead property to highest total revenue in history.
- Grew GOP margin to over 50% implementing improvements in technologies and operations: mobile dining, mobile key, ipoolside; redeployed line staff for efficiencies, and reconfigured DAF/Resort Fee to increase capture.

### **Resort Manager**— Sheraton Kona Resort and Spa at Keauhou Bay, Kailua-Kona, HI • March 2020 – Aug 2021

- Beginning in March 2020 assumed additional responsibilities as Resort Manager.
- Strategically added and implemented new and creative revenue streams for the hotel throughout 2020 and 2021 to position hotel to increase miscellaneous revenues by over 10% to previous years as travel recovered.
- Operations leader for only Big Island resort to stay open throughout entire pandemic. Wrote, communicated, and rolled out various LSOP's to all departments for operating safely while still delivering expected levels of customer service with minimal staff.

# Benjamin Cohen



- Implemented plan to drive maintenance, staffing and operational improvements that drove hotel to highest customer service scores in the history of the resort all while downsizing management staff by over 50%.
- Tapped to work with Marriott Corporate for in an Area level position with Marriott Global Finance to coordinate installation and usage of Atlas Enhanced labor tool to Hawaii Marriott Managed hotels.

**Director of Revenue Management**– Sheraton Kona Resort and Spa at Keauhou Bay, Kailua-Kona, HI ▪ July 2013 – March 2020

- Led property sales strategy through Covid recovery, leading to ADR gains of 30% over 2019.
- Led revenue team to best year ever 2015, 2016, 2017. Was positioned for another record year before volcanic eruption in 2018.
- Sheraton Kona recognized as Starwood Hawaii Hotel of the Year in 2015 for achieving highest RevPAR and RPIPC in the region.
- With no DOSM on property, led Sales, Revenue, Events team through the building and implementation of all Marriott systems.

**Director of Revenue Management**– Westin Jersey City Newport, Jersey City, NJ ▪ July 2011 – July 2013

- Award for 2012 New York City Metro Market DORM of the Year.
- Was able to increase market share in 2012 by growing business in new market segments to replace lost air crew business from 2011.
- As DORM of property during integration into NYC Sales Metro Market, was responsible for cultivating hotel relationship with the metro market sales team as well as educating sales force of 50 sellers on hotel needs and trends.

**Director of Revenue Management/Revenue Manager**– Sheraton Kona Resort, Kailua-Kona, HI ▪ November 2009 – July 2011

- 2010 Starwood Hawaii Regional Award for Best YOY Market Share Improvement.
- Served as Lead Six Sigma Green Belt for the property.
- 2010 Revpar Achievements – reversed three year trend of negative revpar and market share growth with Big Island market still in recession.

## Education

Bachelor of Arts in Chemistry – Duke University, Durham, NC 2003  
2002 Atlantic Coast Conference Scholar Athlete Award Recipient  
4-time Varsity letterman for Duke University Fencing Team  
2001 All American Award Recipient  
2001 Most Valuable Player – Duke University Fencing Team

# 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      | 2      | Mayor                                 |
| 3  | F   | 2  | 6.           | At-Large                                                   | Michelle A. Rusk    | 1/1/26          | 12/31/27      | 2      | Council                               |
|    |     |    | 7.           | LID Residential Tenant                                     | Leslie Veloz        | 1/1/26          | 12/31/27      | 2      | Mayor                                 |
| 6  | M   | 6  | 8.           | LID Commercial Tenant                                      | Jim Rowe            | 1/1/26          | 12/31/27      | 3      | Council                               |
|    |     |    | 9.           | LID Hotel Property Owner                                   | Benjamin Cohen      | 1/1/26          | 12/31/27      | 1      | Mayor                                 |
| 6  | F   | 7  | 10.          | LID Condominium Owner                                      | Emily Hooper 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      | 2      | 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                       | Efrem Fesaha        | 1/1/26          | 12/31/27      | 1      | Council                               |
| 6  | F   | 3  | 15.          | Pike Place Market PDA                                      | Rachel Ligtenberg   | 9/1/25          |               |        | Executive Director (or designee)      |
|    |     |    | 16.          | Seattle Aquarium Society                                   | Meg McCann          | 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) |
|   |   |    | 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                           | 2    |        |             |          |       |                         |                  |                                |       | 2                       |                  |                |             |
| Council                         | 1    | 2      |             |          |       |                         | 1                |                                |       | 2                       |                  |                |             |
| Other                           | 2    | 2      |             |          |       |                         |                  |                                |       | 4                       |                  |                |             |
| Total                           | 5    | 4      |             |          |       |                         | 1                |                                |       | 8                       |                  |                |             |

**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.*