

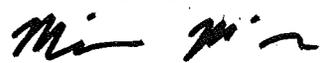
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CITY OF SEATTLE

#12
CF 312231

2012 MAR 19 PM 3: 48

City of Seattle
Notice of Appointment

CITY CLERK

Name: <i>Lucas Grothkopp</i>		<input checked="" type="checkbox"/> Executive Appointment <input checked="" type="checkbox"/> Reappointment <input type="checkbox"/> Legislative Appointment <input type="checkbox"/> Agency Appointment <input type="checkbox"/> PDA Council <input type="checkbox"/> PDA Constituency
Representing: <i>Public</i>	Zip Code: <i>98119</i>	Contact Phone No.: <i>425-891-5285</i>
Appointed to: <i>Seattle Fire Code Advisory Board</i>		Date of Appointment: <i>March 30, 2012</i>
Authority (Ord., Res.): <i>Council Bill Number: 113022</i> <i>Ordinance Number: 117717</i>		Term of Office: From: <i>Confirmation</i> To: <i>March 30, 2015</i>
Background: <ul style="list-style-type: none">• <i>Manager, Partnership Development, Seattle Seahawks</i>• <i>Member of FCAB since 2008</i>• <i>MBA, University of Oregon</i>		
Authorizing Signature: 		Name and Title of Officer Making Appointment: <i>Michael McGinn, Mayor</i>



Lucas Grothkopp

Summary: A motivated, results driven MBA with proven ability to generate creative database marketing solutions while managing multiple accounts, customers and projects.

Education:

Masters of Business Administration - Marketing, University of Oregon - Eugene June 2006

Bachelor of Arts - Exercise Science, Western Washington University - Bellingham June 2000

Board Memberships:

Seattle Fire Code Advisory Board Member (FCAB) July 2008 - Present

Professional Experience:

Seattle Seahawks (NFL) & Sounders FC (MLS), *Manager, Partnership Development* April 2008 - Present

- Manager over 35 Corporate Partner direct/digital product marketing budgets with contracts totaling \$20 million in revenue, and maintain key renewals at over 90%.
- Manage \$3.5 million in Seahawks and Sounders FC IAB website advertising (Seahawks.com, Soundersfc.com, CenturyLinkfield.com)
- Oversee all social (Facebook / Twitter) and database/e-mail marketing to the over 1,000,000 person database.
- Create and maintain all marketing planning and execution for calendar year implementation and partner specific determination of ROI calculations for all advertising vehicles.

Northwest Sports & Entertainment, *Corporate Client Service Manager* November 2007 - April 2008

- Developed, enhanced, and renewed corporate partners. Negotiated corporate accounts implementing and creating promotions, hospitality, community programs, media, and signage as well as constantly maintaining and evaluating the partnerships.
- Provided post-event analysis after every event. Coordinate and assist with the creation of sponsorship re-caps following each event. Assist in market research and customer surveys.

REI, *Sales Specialist - Action Sports* March 2007 - November 2007

- Created a welcoming environment for customers by identifying their needs and presenting useful REI products and services to help them reach a sound buying decision (help non-REI members understand the value of joining the co-op)

M&L Research, *Research Analyst / Website Content Developer* July 2006 - December 2006

- Developed content for job seekers in the Sports Management and Health and Fitness Fields
- Created over 50 pages of expert content for M&L's sportscareerfinder website

Seattle Seahawks, *Partnerships Research* April 2006 - July 2006

- Researched strategic partnerships (SWOT, key players, best practices, etc.) for the Seattle Seahawks
- Created multiple presentations using Microsoft PowerPoint for Seahawk Sponsorship staff

Safeco Insurance, *Suite Spot Promotions Manager* July 2005 - September 2005

- Directed in-game promotions, game-night themes and sponsorship activation
- Collaborated with high level executives, agency staff, customers, and vendors to create positive ballpark atmosphere
- Created and implemented a lead generation tool that increased leads five-fold
- Designed trade show/sponsor booth and overall branding strategy
- Compiled statistics and analyzed & forecasted promotions and marketing initiative results using Microsoft Excel and Access

Mt. Hood Meadows, *Marketing Consultant* December 2004 - July 2005

- Lead and facilitated a cross-functional MBA consulting team
- Created an innovative customer retention and acquisition program

Warsaw Center Programs, *Marketing Director / Sponsorship Sales* December 2004 - July 2006

- Warsaw 3on3 Basketball Tournament, Women in Sports Symposium, MBA Golf Tournament, Jog for Jim 5K Run
- Recruited, hired and managed a staff or 12 promotional staff (street team/brand ambassadors)
- Increased event sales, producing the most teams in the events 9 year history (a 35% increase from the previous year)

Sound Health Solutions, *Marketing / Sales - Clinical Exercise Specialist* June 2000 - August 2003

- Developed and acquired clients and corporate support for the clinic through marketing presentations at partner companies and at health & fitness trade shows
- Created and maintained a database of key statistical data to support sales presentations and customer retention

Additional Skills:

Excel, Word, PowerPoint, Visio, Outlook, Project, SPSS, some Dreamweaver, Omniture, Google Analytics, DSM (Dart for Sales Managers), DFP (Dart for Publishers), Sitecore, Interwoven, Castfire, Pluck, Wufoo, Photoshop, Onyx (CRM), Kore (CRM), Print Advertising.

FIRE CODE ADVISORY BOARD

March, 2012

Fifteen members: Ord. 117717, all appointments subject to City Council confirmation. **3 year terms- no term limits.**

- 15 Appointed by Mayor

D*	G	Position No.	Name	Appointed	Term Ends	Term #	Position	Appointed By
	M	1	James R. Fair	3/30/2012	3/30/2015	2	Architects	Mayor
	M	2	Philip Dovich	3/30/2012	3/30/2015	3	Chemical Engineers	Mayor
	F	3	Rae Anne Rushing PE	3/30/2012	3/30/2015	2	Mechanical Engineers	Mayor
	M	4	Todd Sparrow	3/30/2012	3/30/2015	1	BOMA	Mayor
	M	5	Jeffrey Watt	3/30/2012	3/30/2015	1	Fire Insurance Industry	Mayor
	M	6	Allen Rainsberger	3/30/2012	3/20/2015	2	Marine Industry	Mayor
	F	7	Melda Hickman	10/30/09	10/30/12	1	Port of Seattle	Mayor
	M	8	Gary E. Anderson	10/30/09	10/30/12	2	Manufacturing/Warehouse	Mayor
	M	9	David Moore	3/30/2012	3/30/2015	1	Research/Labs	Mayor
	M	10	James Moren	10/30/09	10/30/12	1	Fire Protection Industry	Mayor
	M	11	Lucas Grothkopp	3/30/2012	3/30/2015	2	Public	Mayor
	F	12	Anne Donegan	3/30/2012	3/30/2015	2	Public	Mayor
		13	Vacant				Labor	
		14	Vacant				Petroleum Industry	
		15	Vacant				Retail	

Diversity

(1) (2) (3) (4) (5) (6)

	Men	Women	Vacant	Minority	Asian-American	African-American	Hispanic Latin@	Native-American	Other**	Caucasian
Mayor										
Council										
Other Bodies	9	3	3							
Total										

**Other includes diversity in any of the following: race, gender and/or ability