

APPLICATION FOR APPOINTMENT TO BAINBRIDGE ISLAND CITY COUNCIL POSITION #4

Applicant Information

(Please type or print)

Applicant Name MARK JORDAN
Residence Address [REDACTED] FERNCLIFF AVE NE
Home Phone [REDACTED] Work/Cell Phone [REDACTED]
E-Mail [REDACTED]

Cover Letter & Resume

Please attach a one page cover letter and a resume of no more than two pages to this application.

Supplemental Questions

Please respond to the following questions regarding your interest in the position of Councilmember for the City of Bainbridge Island on separate pages using no more than 3 pages total:

1. Why are you interested in serving as a Bainbridge Island City Councilmember?
2. What strength would you bring to the Council?
3. What are the three highest priorities and/or issues you believe the City needs to address? How would you propose to address these issues?
4. Explain your current and past community involvement and/or service on city, nonprofit, or public boards, committees, task forces, or commissions and how this has contributed to the Bainbridge Island community. Address its relevance to the position of Bainbridge Island City Councilmember.
5. What do you wish to accomplish during this appointed term as Bainbridge Island City Councilmember?
6. What is your vision for our City and community?
7. Is there anything else that you may wish to add that would help us get to know you a little better?

Please return this form, your cover letter, resume and answers to the supplemental questions to the City Clerk at Bainbridge Island City Hall (280 Madison Avenue North) **no later than 4:00 pm on Friday, April 13, 2018**. Applications received after 4:00 pm will not be accepted.

The application and any correspondence should be addressed to:

**Christine Brown, City Clerk
Councilmember Recruitment
280 Madison Avenue North
Bainbridge Island, WA 98110**

April 12, 2018

Christine Brown, City Clerk
Councilmember Recruitment
280 Madison Avenue North
Bainbridge Island, WA 98110

Dear Selection Committee,

My name is Mark Jordan and I am extremely interested in the Bainbridge Island City Council Position #4 that is available.

I am unique individual who brings a fresh perspective and innovative approach to business. As a creative and passionate leader, I have effectively managed all areas of business with emphasis on sales, marketing, strategic planning and organizational effectiveness. I have a keen understanding of the business process and what it takes to generate succeed and I possess the ability to quickly develop strong and lasting relationships, both internally and externally, built on integrity.

Due to my achievements with Hasbro in Seattle, I was hand-picked to run a division in Santiago, Chile. I bring this up to share with you that I can analyze the market conditions, current state and future state and determine what it will take to achieve initiatives, even in foreign countries.

I am a high-integrity, results driven leader. I consider myself a "roll-up-your sleeves" executive with diverse functional expertise, a tenacious commitment to achieving goals and initiatives.

I welcome the opportunity to discuss the position and my qualifications in greater detail. I can be reached via cell phone ([REDACTED]) or email [REDACTED].

Best regards,
Mark Jordan

MARK JORDAN

Bainbridge Island • WA 98110



EXECUTIVE SUMMARY

- ◆ Strategic Planning
- ◆ Global Marketing
- ◆ C-Level Relations
- ◆ Relationship Building
- ◆ International and domestic sales
- ◆ Process and Metric driven
- ◆ Organizational Effectiveness
- ◆ Complex Negotiations

High-integrity, results driven leader with formidable record of delivering dramatic results in revenue, profitability and brand awareness. A “roll-up-your sleeves” executive with diverse functional expertise and a tenacious commitment to driving sales, market share, profits, and shareholder value. Exceptionally organized and disciplined; possess well-developed interpersonal skills and adept at coordinating with management, cross-functional teams and customers in all functional areas. International experience running a division of Hasbro while living abroad and a strategic member of the corporate leadership team. Industry-respected leader, mentor and team-builder.

PROFESSIONAL EXPERIENCE

TERAGREN (2013 – current) **Bainbridge Island, WA**
Teragren is the industry leader in the creative design, application and innovation of bamboo products including flooring, panels, veneers and worktops.

President
 Recruited to turnaround the industry leading designer and manufacturer of bamboo flooring, panels and veneers.

- Hired to turn company into a profitable concern
- Reduced overhead and operating expenses while increasing operating efficiencies
- Developed strategies to penetrate alternative channels that led to increased sales

HAWORTH (Sept 2009-March 2013) **Seattle**
Haworth is a global leader in the design and manufacture of architectural interiors, including raised access floors, moveable walls, systems furniture, seating, storage and wood case goods.

Director of Sales and Business Development

Lead the efforts of the Pacific Northwest encompassing 6 states. Set and execute sales and marketing strategies and manage the process through Business Development Managers, Global Account Managers, Market Managers and A&D Specialists.

- Evaluated all dealer partners and made additions / deletions to the distribution model that led to 3 consecutive years of increased sales when industry volume was declining.
- Led regional business development activities via prospecting, consultative selling, group presentations, trade shows and conventions. Closed large opportunities for dealer partners.

MAXON / HNI (HON) CORP*(Aug 2006 –Sept 2009)*

Seattle

*HNI is a leading manufacturer of office furniture and case goods worldwide***Vice President, Sales and Marketing**

Managed the sales, marketing and product development functions for this \$75.0 million division of HNI.

- Member of the Executive team reporting to the President.
- Developed sales and marketing strategies that took the company from \$64 MM to \$75 MM in two years
- Led the sales team to double digit growth in dealer sales in two consecutive years.
- Directed the development of industry leading Search Engine Optimization and Lead Generation.

HASBRO*(2003 - 2006)*

Chile / Seattle

*Hasbro is a global leader in design and manufacture of games and toys.***General Manager HASBRO CHILE**

Santiago, Chile

Hand-picked from a profitable Hasbro company to turnaround an International division that had two consecutive years of losses.

- Restructured a \$12.0 million, unprofitable division into \$14.0 million profitable division by streamlining management and eliminating \$1.5 million in annual expenses. Division returned to profitability in 11 months.
- Reevaluated distributor partners in respective countries and made changes where necessary.

Vice President, Sales HASBRO, Wizards of the Coast

Seattle

Wizards of the Coast, Inc., a subsidiary of Hasbro, Inc. are the pacesetter in the trading-card game and tabletop role-playing game categories, and the leading developer and publisher of game-based entertainment products. Led sales teams in North America, Asia Pacific and Latin America.

- Member of the Executive team reporting to the President
- Increased annual global revenue from \$195.0 million to \$230.0 million across all distribution channels in North America, South America and Japan in two years.
- Developed unique merchandising concept to “define real estate at point of purchase” and sold concept into Target, Wal-Mart, Toys R Us, Walgreens and CVS.
- Formulated and implemented a 12-month strategic plan for an inside sales team of 9 people. The team increased annual revenue from \$18 million to \$23 million in 14 months.

EDUCATION & CERTIFICATION

- BS – Business Management 1990
University of Redlands, Redlands, California
- Tuck School of Business at Dartmouth
Global Leadership
- Excellent computer skills; Outlook, Word, Excel, PowerPoint

Supplemental Questions Please respond to the following questions regarding your interest in the position of Councilmember for the City of Bainbridge Island.

1. Why are you interested in serving as a Bainbridge Island City Councilmember? I have lived on Bainbridge now for over 3 years. I first purchased a townhome in Sakai Village and then more recently, a charming 1924 bungalow on Ferncliff Ave NE. Bainbridge Island is truly a gem and I have grown to love the island and the community more each day. I know this is where I want to live for the rest of my years and I want to do my part to contribute to the conservation and beautification of the island and make it a better place than when I arrived here. I truly want to immerse myself in the issues and help make decisions that will have a long lasting positive affect on the community.
2. What strength would you bring to the Council? I have spent most of my career in the corporate world and have worked for Fortune 100 companies to start-up companies. I have had great success wherever I have been, and I attribute that to my ability to listen. I “seek first to understand” and then I can look at things with a fresh perspective and usually come up with viable solutions. My corporate experience coupled with my collaboration skills make me a perfect fit for the open Bainbridge Island, City Council Position #4
3. What are the three highest priorities and/or issues you believe the City needs to address? How would you propose to address these issues? There are numerous issues that are important to the city but the recent 6-month moratorium and how the city needs to balance growth versus the vision, guiding principles, goals, and policies of the City’s Comprehensive Plan. In addition, finding ways to fund road shoulders to make the city safer for pedestrians and cyclists is extremely important. Finally, how to balance natural resources and sustainability while still allowing for growth. Not an easy task to get one’s arms around but with the proper brain trust on the council, I feel strongly that appropriate plans can be developed.
4. Explain your current and past community involvement and/or service on city, nonprofit, or public boards, committees, task forces or commissions and how this has contributed to the Bainbridge island community. Address its relevance to the position of Bainbridge Island City Councilmember. I have been on numerous corporate boards, executive management teams, and Industry organizations. I am collaborative by nature, work well with others and seek to find solutions that make the most sense based on desired outcomes.

5. What do you wish to accomplish during this appointed term as Bainbridge Island City Councilmember? I am adept at execution of plans. Execution is difficult for any municipality or corporate entity as it is easy to get mired in the whirlwinds of the day to day. I can cut to the chase, establish steps and accountability to keep the ball rolling and, in the end, deliver on promises.
6. What is your vision for our City and community? My vision, at first blush, is to understand this fiscal year's initiatives and do everything possible to ensure success. Long term, my vision is to make a difference and do what is necessary to Improve, enhance and make Bainbridge Island a better place
7. Is there anything else that you may wish to add that would help us get to know you a little better? Above all, I am a problem solver. I lived in Santiago, Chile for two years while running a division of Hasbro Toys and Games. I had great success in turning around an unprofitable division. I bring this up to demonstrate that I know what it takes to achieve success, even in foreign countries and these skills are transferrable to any situation including city councilmember.