

To: Joe Yellig, Executive Director, and ISC Gunners Board of Directors

My name is Alison Jeske and I am running for an At Large, 2 year position on the ISC Gunners Board of Directors.

I believe my professional credentials can be very useful in the continuing growth of our club and our programs. I have managed projects big and small, and have a very collaborative approach to solving problems.

However, I think my experience with the club as a team manager (two teams), parent and soccer enthusiast is almost more beneficial to the board position. My boys grew up in the rec part of ISC and are now both part of the premier program. They have grown with the game and developed many life skills with support of great coaches. I want to make sure these programs continue to grow and flourish; providing other kids opportunities and mentors that my boys have had.

I look forward to the Annual General Meeting on November 19<sup>th</sup> where I can share with you and the team representatives my reasons – and qualifications - for being elected to the ISC Gunners board.

Thank you.

Alison Jeske

Alison Moore Jeske

## **SUMMARY**

High-energy, results-oriented leader with a passion for web-based customer solutions. Hands-on collaborative management style, focused on bridging gaps between technology and marketing. Over 20 years in product and program management, specializing in ecommerce, retail and information technology.

## **CREDENTIALS**

### **PAULA'S CHOICE SKINCARE – SEATTLE, WA**

#### **SENIOR DIRECTOR, BUSINESS & TECHNOLOGY SOLUTIONS (NOVEMBER 2013- PRESENT)**

- Accountable for overall user experience on PaulasChoice.com.
- Responsible for identification and solution definition across all lines of business, including process and system solutions.
- Accountable for vendor selection and contract negotiation for multi-million dollar budget.
- Developed multi-year roadmap to align with company goals and objectives. Drive priorities of technology needs.

### **WALGREENS – BELLEVUE, WA (ACQUIRED DRUGSTORE.COM IN 2011)**

#### **DIRECTOR, PRODUCT MANAGEMENT, DISCOVER (JULY 2013 – NOVEMBER 2013)**

- Manage the team responsible for browse, search and personalization features within the Walgreens family of websites.
- Responsible for a multi-year roadmap to align with divisional goals and company strategy.
- Delivered pilot programs for personalizing email campaigns based on customer preferences.
- Defined operational improvements to optimize internal search.

#### **DIRECTOR, PRODUCT MANAGEMENT, CROSS-SITE (AUG 2011 –JULY 2013)**

- Led the team responsible for common functions across Walgreens.com; including login, account, cart, checkout, payments.
- Streamlined checkout flow to incorporate specialty and mail order pharmacy customers into checkout, resulting in significant increase in customer satisfaction.
- Led the Employee Experience team to help align company culture post-acquisition.
- Led cross-functional team on evaluation of new platform.

### **DRUGSTORE.COM – BELLEVUE, WA**

#### **SENIOR DIRECTOR, MARKETING SERVICES (JAN 2011 – AUG 2011)**

- Responsible for visual design, usability, feature development and management of the drugstore.com family of websites.
- Accountable for the overall design and development of drugstore.com redesign, focused on usability and modernizing the site.
- Supervised the development of three ecommerce websites and patient registration system for a large vision care provider.

#### **DIRECTOR, PRODUCT MANAGEMENT (MAY 2007 – JAN 2011)**

- Responsible for feature strategy, design and development across all website properties.

- Socialize and negotiate roadmap priorities with executive team, ensuring resources focused on highest value initiatives.
- Supervised the redesign of Beauty.com, which was focused on improving overall navigation and usability as well as modernizing the aesthetics to better align with the brand.
- Managed the development of an ecommerce website for a large PBM partner (pharmacy benefits manager), leveraging the framework of drugstore.com

**AT&T MOBILITY (FORMERLY CINGULAR WIRELESS, AT&T WIRELESS SERVICES) – BOTHELL, WA  
SENIOR MANAGER, ONLINE CUSTOMER LIFECYCLE MANAGEMENT, CINGULAR WIRELESS (2005 – 2007)**

- Responsible for marketing, sales and operations for online customer base of more than 23M registered users.
- Drove a 400% increase of customer upgrades through the online store in 2005; 203% increase in 2006. Increased online conversion rate by 25%.
- Exceeded goals for churn reduction in 2006.
- Received monetary award for key contributions toward eCommerce goals.

**SENIOR WEB PRODUCER, AT&T WIRELESS SERVICES (2003 – 2005)**

- Responsible for managing B2B and International sections of the former [www.attwireless.com](http://www.attwireless.com) website. Manage third-party agencies to ensure quality deliverables, on time and on budget.
- Developed and implemented self-service tool (Wireless Travel Guide) to aid customers in determining where devices work internationally; managed team to deliver tool in less than two months. Reviewed tool with Chairman at his request.

**E-COMMERCE IT PROGRAM MANAGER, AT&T WIRELESS SERVICES (1999-2003)**

- Responsible for managing an information technology portfolio of projects that support the eCommerce program for consumer acquisitions.

**ARTHUR ANDERSEN, LLP – SEATTLE, WA**

**SENIOR MANAGER, BUSINESS SYSTEMS CONSULTING DIVISION (1993-1999)**

- Team leader for a major U.S. wireless service provider account. Identified and developed opportunities for all service lines; including business consulting, tax and audit.

**EDUCATION**

**SEATTLE PACIFIC UNIVERSITY – SEATTLE, WA**

**BACHELOR OF SCIENCE, COMPUTER SCIENCE (CUM LAUDE)**

**VOLUNTEER**

**ISC GUNNERS (DECEMBER 2012 – PRESENT)**

Team Manager B04A (December 2012 – Present)

Team Manager B00C (June 2013- March 2015)