



MANNY PEREZ



23021 SE 41st PL
Sammamish, WA 98075



847.909.0058



manny@outlook.com

Washington Youth Soccer Association
Board of Directors
7100 Fort Dent Way #215
Tukwila, WA 98188

Statement of Function

Dear WYSA Board Members,

I'm writing to express my strong interest in joining the WYSA board. Even without playing on organized teams, soccer was woven into my life from childhood. From schoolyard games to cheering on local, regional, and international teams, I've experienced firsthand the power of soccer to unite people and bring out their best qualities: discipline, focus, teamwork, passion, and wellness. And of course, it's simply the most fun game in the world!

Now, as a parent, I see that passion blossoming in my own children. It brings me immense happiness to watch them discover the joy of playing and become part of the organized soccer community. But I want to do more than just support them from the sidelines. I want to be part of the team – the WYSA team – to champion those values and ideals of community, wellness, and discipline, and extend the wonders of the beautiful game beyond the limits of the "pay to play" model. I'm equally passionate about ensuring the kids' well-being not just through physical activity but also through positive reinforcement and proper coaching.

As a career business manager and marketer, I can contribute significantly to WYSA's marketing, communication channels, and community outreach efforts, among other things.

I would welcome the opportunity to discuss my background, experience, and motivations for joining the board in more detail.

Thank you for your time and consideration. I look forward to hearing from you soon.

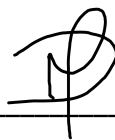
Sincerely,

Manuel S. Perez Vicuna (Manny)

Board of Directors | Nominee Acceptance Statement

I accept the nomination to stand for election to the Washington Youth Soccer Board of Directors at the May 18, 2024 Annual General Meeting.

Print Name: Manuel S. Perez Vicuna

Signature:  _____

Date: 02/14/2024

Manny Perez, M.B.A

Seattle - Washington ♦ 847-909-0058 ♦ manny@outlook.com ♦ www.linkedin.com/in/manuelperezv

MARKETING & BUSINESS LEADER

A strategic leader & marketer with 14+ years of product & growth marketing, business management and strategy experience. Proven record building and leading global teams, growing revenue and achieving business goals. Expertise in e-commerce, technology, B2C/B2B and executing data-driven marketing & business strategies. Experience working with cross-functional teams at a global scale: North America, EU, LATAM and APAC.

AREAS OF EXPERTISE

- Product marketing
- Marketing programs & operations
- Online & Direct channels / Platforms
- Customer journey / Lifecycle
- Product launch / GTM strategy
- Product management
- Business planning
- P&L management & forecasting
- Demand generation

PROFESSIONAL EXPERIENCE

ZENOTI, Beauty & Wellness Business Management Software (Seattle, WA) 2020 – Present
Sr. Dir. Product Marketing

Recruited to set and drive product marketing, collaborate on the leadgen strategy, and build the product marketing function & team. Own and drive positioning, messaging, GTM, product launches and touchpoints through the prospect and overall customer journey (pre/post sale). Influence the product roadmap through customer research, engagement, and competitive intelligence.

Budget owned: \$1.5 MM; Direct Reports: 8. - *Keys: Product Marketing, GTM, LeadGen, Sales Enablement.*

- Scaled top funnel 2x y/y, influencing 70% revenue growth y/y.
- Owned and managed the launch of new products, hundreds of features and 4 new verticals globally, achieving 30% net new revenue pipeline q/q.
- Established positioning, customer journey, and the GTM playbook, driving pipeline conversion up 50% y/y.

HEADSET, Data Analytics and Market Intelligence (Seattle, WA) 2018 – 2020
VP of Marketing

Recruited to set and drive product marketing, growth strategy, build the marketing function & team, manage P&L and budget across user acquisition and retention (CS). Own and drive personas development, positioning, messaging, GTM, product launches and touchpoints through the customer journey (pre/post sale). Influence the product roadmap through customer research and engagement.

Budget owned: \$3 MM; Direct Reports: 5. - *Keys: GTM Strat/Execution, Demand Gen, Product Roadmap, Customer Lifecycle.*

- Scaled customer acquisition to 5x y/y, achieving 450% revenue growth.
- Owned and managed the launch of 3 new products, dozens of features and 15 new markets (11 in US and 4 in Canada), achieving 250% new revenue pipeline q/q.
- Established positioning, customer journey, and the GTM playbook, driving pipeline conversion up 70% y/y.

REMITLY, Online money transmitter (Seattle, WA) 2016 – 2017
Product Marketing Director

Recruited to set and drive business and marketing strategy, manage P&L and budget for digital and off-line channels including offer, product positioning, and A/B test agenda with focus on LTV/ROI. Drive partners' relationship towards platform development and expanding target markets. Drive customer engagement and research towards influencing product roadmap and product development per VOC. Owned engagement across the customer journey.

Budget owned: \$4 MM; Direct Reports: 7. - *Keys: PMM, Mobile, Program Mgmt, Budgeting, GTM Strategy, Execution.*

- Managed the launch of 2 products across 11 new markets, achieving additional 15% total revenue growth m/m.
- Scaled customer acquisition to 4x m/m within 6 months, achieving 5x revenue growth for target corridor.
- Secured resources and achieved 2 key product changes that improved mobile conversions 50%.
- Recruited and expanded partner relationship, pushing product innovation and expanded target market by 35%+.

ZULILY, Online retailer / eCommerce (Seattle, WA) 2014 – 2016
Head of Marketing – Global Business

Promoted to design and drive marketing strategy, budget and ROAS for acquisition and retention across portfolio of channels and countries. Managed marketing ops team including execution in paid channels (display, search, social and TV), O&O channels (site, email, mobile app), merchandising and business partners. Owned P&L. Drove VOC and influenced product roadmap for new features, customer engagement and conversions.

Budget owned: \$20 MM; Direct Reports: 5 – *Keys: Branding, Positioning, Programmatic Buying, Mobile / App funnel.*

- Achieved 120% y/y user growth for the international business.
- Accomplished 75% revenue growth y/y for international and 7% y/y total company.

Business Manager – Global Business

Recruited to identify key criteria for new markets prioritization. Developed the launch business model and GTM strategy. Modeled and owned the P&L and executed the vision for zulily local and international expansion.

Budget owned: \$2 MM; Direct Reports: 3 – Keys: Market Research, Sizing, Planning, GTM, PM, SMBs.

- Led the launch of 5 new markets. Achieved positive ROI within 4m of launch.
- Achieved 3% total revenue growth y/y total company with the 5 new markets.
- Managed 4 key product and processes changes that added an extra 5% y/y revenue growth total company.

MICROSOFT (Redmond, WA)

2011 - 2013

Product Marketing Manager – Outlook.com/Onedrive.com

Designed strategy for engagement marketing analyzing user's journey, lifecycle and VOC. Executed worldwide RM strategy by creating global and regional content. Managed partner's relationship (ad agency and developers) and inbound marketing to drive messaging, asset creation, performance dashboards and development of mobile apps.

Budget: \$10 MM – Keys: X-functional Teams, Marketing Cloud, email Platform, Content Strategy, Mobile Engagement.

- Drove an all-time high of 87% preferred mid/high engaged users and new users' churn rate under 40%.
- Collaborated with engineering and other internal partners to design and execute service notifications, new feature announcement, PR and tech events demos to push discovery, engagement and user satisfaction.

KIMBERLY-CLARK (Caracas, Venezuela)

2007 – 2009

Head of Category Management

Promoted to lead cross-functional teams to refocus sales and marketing strategy through identifying unique channel partners' and customers' opportunities for all consumer categories. Negotiate promotional strategy with retailers. Led cross-functional data and knowledge sharing. Keys: Partner / Channel Management & Marketing, SMBs, Negotiations.

- Drove new channels revenue growth by 20% y/y (US \$60MM).
- Achieved a 15% retailer space gain for company's products.

Assistant Brand Manager

Drove analysis of market trends (brand, competitive, category and customer) and recommendations to improve brand equity and market performance. Managed media and creative agencies. Key contributor to the design and implementation of distribution, packaging, shelving and merchandising strategies. Owned P&L for pharma and emerging channels.

- Drove the launch of newborn product achieving 15% of revenue growth and 20% market share y/y for the category.
- Achieved 17% y/y revenue growth on the pharma channel for the category.

MERCADOLIBRE, eCommerce (Caracas, Venezuela)

2004 - 2007

Sr. Product Manager (Consumer, Partners, Affiliates)

Led the launch of Mercadolibre Venezuela, Colombia, Ecuador and Peru, from partnerships to marketing tools and communications strategy. Managed regional team to develop and execute acquisition and engagement strategy for existing users (B2C), Partners & Affiliates (B2B) in the Andean region. Keys: Marcom Operations, Team Building.

- Achieved 45% y/y revenue growth from affiliates and user engagement programs.
- Designed and led specialized workshops on ecommerce trends to improve associates' knowledge and communication practices, resulting in broadening of local affiliates' base by an average of 65% y/y.
- Grew and managed a team of business and marketing analyst from 2 to more than 15 across the region.

EDUCATION

Master of Business Administration - Majors: Marketing & Business Strategy

2011

Kellogg School of Management – Northwestern University - Evanston, IL

Bachelor of Science in Engineering (BSc), Electronics Engineering

2004

Universidad Simón Bolívar - Caracas, Venezuela

- Exchange program - Venconsul Scholarship: Telecom Engineering, INSA, Lyon, France
- Internship: Siemen VDO Automotive, Innovation Department, Toulouse, France

LANGUAGES

- Spanish: native speaker
- English: fluent/bi-lingual
- French: professional fluency

WASHINGTON YOUTH SOCCER GOVERNANCE CODE OF ETHICS

(To be signed by all Directors, Officers and Committee Members of Washington Youth Soccer, its Districts and its Member Associations)

Purpose

As a director, officer, or committee member of Washington Youth Soccer or one of its Districts or Member Associations, I understand that the purposes of this policy are to protect the integrity of the Washington Youth Soccer organizations' decision-making processes, to enable our constituencies and the public to have confidence in our integrity and to protect the reputations of all board members, committee members, volunteers, and paid staff.

Duty of Loyalty

As a director, officer, or committee member of Washington Youth Soccer or one of its Districts or Member Associations, I understand that I have a duty of loyalty to Washington Youth Soccer and shall support and promote the mission, purpose, activities and decisions of Washington Youth Soccer. I shall not engage myself in a Washington Youth Soccer position or function in an effort to secure an advantage for myself, another organization or individual, or for my or their personal or business gain.

Communication

As a director, officer or committee member, I understand the need to communicate openly and keep the appropriate parties in the communications loop. I understand that in most cases, the best form of communication is directly with the other party. I commit to communicate with the appropriate starting level of authority. I will respect and support the established communications process and will not engage in communications designed to circumvent, undermine, sabotage or keep appropriate parties out of the communications loop.

Competition

I will ensure that I understand the Rules of Competition and seek to ensure that everyone involved adhere to the letter, intent and spirit of the Rules of Competition. It is my responsibility to understand both the intent and application of the Rules of Competition. I will not place my personal interests above the mission and goals of Washington Youth Soccer.

While the concept of rivalry is wholly embraced, it is one of my responsibilities to ensure that it not take precedence over exemplary professional conduct. I understand that my attitude and conduct towards others should at all times be respectful, controlled and professional. I also understand that it is unacceptable to have any verbal altercation with an official, opposing coach, team or parents before, during or after a game.

Conflict of Interest

The standard of behavior at Washington Youth Soccer is that all directors, officers and committee members scrupulously avoid conflicts of interest between the interest of Washington Youth Soccer on one hand, and personal, professional and/or business activities of the other. This includes avoiding potential and actual conflicts of interest, as well as perception of conflicts of interest.

Upon or before election, hiring or appointment, I will make a full written disclosure of interests, relationships and holdings that could potentially result in a conflict of interest. This written disclosure will be kept on file and I will update it as appropriate. In the course of meetings or activities, I will disclose any interest in a transaction or decision where I (including my business or other nonprofit affiliations), my family and/or my significant other, employer or close associate will receive a benefit or gain. I understand that a conflict of interest may result in my removal from the meeting or activity and potentially from Washington Youth Soccer membership.

Governing and Operating Documents

As a director, officer or committee member, I understand my responsibility to thoroughly acquaint myself with Washington Youth Soccer's Governing and Operating Documents and demonstrate a working knowledge of these documents. I understand my responsibility to follow and enforce all Washington Youth Soccer, District and Member Association bylaws, policies, procedures and rules at all times. This includes adhering to the letter, intent and spirit of the documents.

I will respect and support the spirit and intent of the documents and will not engage in activities designed to undermine or sabotage the documents. I understand that there is an established process for making changes to the documents and I commit to follow those processes if I desire to make a change to the documents.

Health and Nutrition

As a director, officer or committee member, I understand my responsibility to be educated about sports nutrition, fitness and health.

I also understand that Washington Youth Soccer is committed to a smoke free environment. As such, I will avoid the use of tobacco and tobacco related products at Washington Youth Soccer competitions, events and related activities.

Support of Washington Youth Soccer

I will support Washington Youth Soccer, its mission, governing and operating documents by considering myself a "trustee" of the organization and will do my best to ensure that I will approach all Washington Youth Soccer issues with an open mind, prepared to make the best decision for everyone. I will respect and support a majority decision, never exercising authority as a board or committee member unless that authority has been delegated to me by the board or committee. I will not engage in activities designed to undermine or sabotage a decision once it is made. I understand that there is an established process for changing a decision and commit to follow those processes if I

desire to change a decision. I will do my best to ensure that the organization is well maintained, financially secure, growing and always operating in the best interest of those we serve.

I understand that I have a responsibility to promote the game of soccer to the public in a positive manner. When in public, on e-mail, blogs, websites, and all social media, my comments and critiques of governing bodies, members, referees, administrators, volunteers, and paid staff shall be constructive.

I commit to conduct myself in a professional, respectful manner when in public and representing an individual, team, club, Member Association, District and Washington Youth Soccer. I will also strive to assist others in conducting themselves in a professional, respectful manner when in public and representing their team, club, Member Association, District and Washington Youth Soccer.

Suspension and/or Revocation

I understand that failure to follow the Washington Youth Soccer Governing Code of Ethics may result in ethics charges being filed against me and may result in suspension from involvement with Washington Youth Soccer or revocation of my membership with Washington Youth Soccer.

I understand that this Code of Ethics is meant to supplement good judgment, and I will respect its spirit as well as its wording.

- I do not have any disclosures to report.
- I have the following disclosures to report:

Manny Perez

01/04/2024

Signature

Date

Manuel S. Perez Vicuna (Manny)

Print Name

