

**From:**  
**To:**  
**Subject:** Online Form Submittal: Board and Commission Application  
**Date:** Wednesday, December 13, 2023 9:28:10 AM

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## Board and Commission Application

### Step 1

#### Application for Appointment to Whatcom County Boards and Commissions

##### Public Statement

*THIS IS A PUBLIC DOCUMENT: As a candidate for a public board or commission, the information provided will be available to the County Council, County Executive, and the public. All board and commission members are expected to be fair, impartial, and respectful of the public, County staff, and each other. Failure to abide by these expectations may result in revocation of appointment and removal from the appointive position.*

Title Mr.

First Name Scott

Last Name Pelton

Today's Date 12/13/2023

Street Address

City

Zip

Do you live in & are  
you registered to vote  
in Whatcom County?

Yes

Do you have a different  
mailing address?

Field not completed.

Primary Telephone

Secondary Telephone

Field not completed.

Email Address

### Step 2

1. Name of Board or  
Committee

Incarceration Prevention and Reduction Task Force/Law &  
Justice Council

Incarceration Prevention and Reduction Task Force Position:	Concerned Citizen
2. Do you meet the residency, employment, and/or affiliation requirements of the position for which you're applying?	Yes
3. Which Council district do you live in?	District 2
4. Are you a US citizen?	Yes
5. Are you registered to vote in Whatcom County?	Yes
6. Have you declared candidacy (as defined by RCW 42.17A.055) for a paid elected office in any jurisdiction within the county?	No
7. Have you ever been a member of this Board/Commission?	No
8. Do you or your spouse have a financial interest in or are you an employee or officer of any business or agency that does business with Whatcom County?	Yes
If yes, please explain	I am the Manager of the Whatcom Housing Alliance, which is a program under Sustainable Connections and we have a contract with Whatcom County.
You may attach a resume or detailed	Attached

summary of  
experience,  
qualifications, &  
interest in response to  
the following questions

9. Please describe your  
occupation (or former  
occupation if retired),  
qualifications,  
professional and/or  
community activities,  
and education

I have a deep interest in serving in this position so that we can have a balanced approach to protecting and serving those in need of behavioral health services. I have lived in Whatcom County for 26 years and have been involved in grass roots organizing and local politics, ranging from housing, to transportation, to downtown issues. I have sat on six boards, including the Cornwall Neighborhood Association. I have a BA and an MA in Political Science from Western Washington University.

10. Please describe  
why you're interested  
in serving on this board  
or commission

I care deeply about the behavioral health of this community and ensuring that the building of a jail and behavioral services reaches our stated ends of improving the lives of people in Whatcom County. I have very broad experience in issues that impact Whatcom County, including managing a few regional political campaigns. I have toured the jail, and have invested in regular advocacy for the health and safety of our county, unhoused and our incarcerated community. I want to offer a balancing force for the recently passed jail, so we can ensure that in building it we're providing those in need every opportunity to find the services they need and that incarceration doesn't become the goal.

References (please  
include daytime  
telephone number):

Senator Sharon Shewmake - (850) 591-0202; Derek Long - 360-303-7776; Ken Mann - 360-483-6020

Appointment  
Requirements

I understand and agree

Signature of applicant:

Scott Pelton

Place Signed /  
Submitted



(Section Break)

# Scott D. Pelton

12 years of business operations at two startups and a global distributor. Prior work in community organizing in Bellingham around growth issues and urban development. A big picture thinker focused on EQ, who builds not just systems and efficiencies, but trust. Tenacious, energetic and data focused; specializing in clear communication and process improvements. Excels in dynamic, and ambiguous environments, where proactive problem solving and relationship-building are key to organizational success.

## CORE COMPETENCIES

- Team Development
- Cross Functional Collaborator
- Policy analysis
- Systems Development
- C Level Presentations
- Project Management
- Recruit, Hire, Onboard & Train
- Community organizing

## PROFESSIONAL EXPERIENCE

### **Manager – Whatcom Housing Alliance, Bellingham, WA**

*October 2022 - Present*

- Education, technical research and advocacy on affordable housing
- Work closely with local and state elected officials on housing policy
- Make recommendations to city and county planning staff to meet our housing crisis, to increase housing supply
- Public speaking and management of public events

### **Global Revenue Territory Manager, Western US — Bird Rides, Santa Monica, CA**

*February 2022 - June 2022*

- Hire, onboard and coach ten (10) AEs across 21 Western States
- Develop onboarding and sales cadence playbook for high transaction sales team, supporting SaaS/BaaS product
- Monthly KPI forecasts to support our Director of Sales
- Built team structure, territory assignments and performance measurement to inform commissions
- Developed a new inbound strategy by coordinating with Marketing and Operations
- Project Lead of our #1 Global expansion initiative in Australia and New Zealand

### **Director of Sales, Western US — Brewers Supply Group, Shakopee, MN**

*September 2020 - February 2022*

- Hire, scale, coach a diverse eight (8) person national sales team
- Built pipeline management playbook, onboarding and training materials, supporting three national sales teams
- Responsible for P&L of \$120 million book of business and operations development, reporting to VP of Sales
- Project lead of numerous company wide initiatives, managing up to VP of Finance, in concert with McKinsey & Co
- Retained a company-high 99% of existing customers in FY 2021, by upselling volume with priority accounts
- Developed Email campaigns alongside Marketing for National campaigns
- Host, built agenda and content for our Weekly National Sales call
- Represent company at regional and national events, alongside stakeholders
- Awarded *2021 Deal of the Year* for negotiation of a \$4.5million debt contract
- 2021 Annual Review grade was “Exceed Expectations”

### **Business Development Manager — Skagit Valley Malting, Burlington, WA**

*June 2020 - Sept 2020*

- Built and managed a 3 year forecast, managing to the VP of Sales
- Helped build out white label toll-malting revenue stream through enterprise relationships
- Managed enterprise and key account partnerships, engaging in growth strategy conversations to expand spend
- Led a targeted marketing campaign that increased web traffic by 35% and launched B2C ecommerce strategy

### **Sales Manager & Sales Lead—Skagit Valley Malting, Burlington, WA**

*March 2017—June 2020*

- Hire and coach a six (6) person West Coast sales team
- Developed \$5 million 2020 sales department budget and structured an aggressive 45% growth curve
- Built out our regional distribution SOP and collateral that reduced our distribution expenses
- Developed multiple original customer engagement programs, which increased new territory sales by 53% and existing customer sales by 8%
- Promoted 3x within company

### **Sales Manager—Cascadia Weekly, Bellingham, WA**

*September 2011—August 2017*

- Set and broke the sales record every year for six years by building authentic relationships with clients
- Increased territory sales by over 75% and territory units by over 50%
- Led 3 person sales team and collaborated across three departments

## EDUCATION & EXPERIENCE

### **WESTERN WASHINGTON UNIVERSITY**

Master of Arts, Political Science

Bachelor of Arts, Political Science