

# ARTHUR C. SCHEUNEMANN

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## EXECUTIVE MANAGEMENT | BUSINESS DEVELOPMENT | ORGANIZATIONAL LEADERSHIP

Advocacy, Legislative & Government Relations  
International & Domestic Trade Development  
Strategic Planning & Policy Execution  
Financial Resource Development  
Communications & Public Relations

Transportation Planning & Port Site Development  
Organizational Leadership & Team Building  
P&L, Pricing & Cost Management  
Operations & Administrative Management  
Board Relations & Initiative Management

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## CAREER HISTORY & ACCOMPLISHMENTS

**PRINCIPAL**  
ACS INTERNATIONAL

Seattle, WA  
1993-Present

Experienced senior executive with a proven track record of successful leadership emphasizing marketing, new business development, strategic planning & organizational management. Successful in start-up & turn around situations. Recognized as an exceptional leader & team builder with CEOs, COOs, Senior Executive Teams & Boards, both private and public. Experience & skills developing consensus and managing in a dynamic business environment.

Industry knowledge & experience encompasses such diverse industry sectors as international trade, intermodal transportation, ocean carrier shipping, logistics & supply chain management, trucking, railroads, economic development & investment planning, production agriculture, food products, seafood, processing, wine, forestry & wood products, natural resources, insurance & technology.

Specialized areas of expertise include:

- New business development & marketing.
- Strategic planning & business plan development.
- Joint ventures & private-public partnerships.
- Transportation & logistics management.
- Economic development, corporate recruitment & retention.
- International trade development.
- Efficiency as a Service (EaaS) business modeling (lighting, solar, energy, irrigation).

**EXECUTIVE MANAGEMENT CONSULTANT**

SKIN 2 SKIN NATURAL SKINCARE, INC.

Seattle, WA

2015-Present

Retained by founding ownership group of this innovative certified organic health and beauty industry startup to oversee corporate operations, supply chain solutions, domestic and international business and venture capital development. Responsible for organizational structuring and management, strategic planning, marketing, new business initiatives and industry partnership development.

- Developed and executed venture capital plan resulting in multiple “angel investor” groups evaluation for first round funding in 2017-18
- Developed strategic plan and initiated marketing, promotion and branding strategies that strengthened web-based search engine and social media sales opportunities resulting in new customers and revenue growth.
- Finalized and executed internet sales and marketing agreement with Amazon - Glam Alley Storefront. Positioned Skin 2 Skin with the Home Shopping Network (HSN) and QVC merger for on air product rollout campaign in 2018.

**SENIOR VP, BUSINESS DEVELOPMENT**

NORTHWEST CONTAINER SERVICES (A DIVISION OF WASTE CONNECTIONS, INC., NYSE: WCN)

Seattle, WA

2003-2015

Retained by corporate leadership group to oversee domestic and international business development for this Fortune 1000 national solid waste and intermodal logistics company. 120 divisional employees. CEO direct report. Responsible for leading sales, marketing and operational staff in the company’s PNW offices. Direct corporate liaison and contract negotiation responsibility with all global ocean carriers, major international shipping customers, state and federal partner funding sources. Liaison with statewide Port District leadership.

- Established national and international corporate business and supply chain relationships with key international ocean carrier clients and major national retail importers (e.g., Kroger, Nike, Home Depot, Target, Sears, Ikea, Lowes, Starbucks, COSTCO) and PNW import/export shippers resulting in sustained incremental revenue growth of \$1MM+, annually, 2004-2015.
- Developed and executed on a “*Smart Growth-Sustainable*”, Inland Intermodal Logistics Center (IILC) supply chain model for NWCS. By utilizing short haul intermodal trains to move import containers to inland port, distribution or industrial sites where exports originate, port congestion, truck traffic and emissions are reduced. Developed and built two IILC facilities at the Port of Quincy, Washington; and at the Port of Morrow, Oregon on the Columbia River).
- Successfully worked with the Washington State and Oregon congressional delegations to secure \$10MM in federal project funding for start-up investment in the IILC business model in two strategic Pacific Northwest locations. Additionally, developed a funding proposal to establish a permanent national pilot project program within the USDOT to demonstrate the viability of the short haul rail-IILC business model in strategic U.S. market locations. The proposal was successfully earmarked for \$30MM in the 2006 federal budget.

**PRESIDENT & CEO**

Seattle, WA

ECONOMIC DEVELOPMENT COUNCIL OF SEATTLE &amp; KING COUNTY

1997-2003

The Economic Development Council of Seattle & King County (EDC) is a private, non-profit corporation whose membership represents business, environmental, government, education, research, and labor and community interests. 50-member public-private Board of Directors. The EDC mission is to grow the Puget Sound regional economy by recruiting and retaining leading-edge high technology, biotech, manufacturing, and service companies, while assuring there is a balance for sufficient land capacity with the need to preserve and conserve open space, forest and agricultural land. Directed 10 employees and contract program consultants. Marketed and promoted the region in partnership with The Port of Seattle, the City of Seattle, King County Government, Suburban Cities, the State of Washington and private business interests.

- Led oversight of all Board-directed initiatives. Directly accountable for \$2MM annual operating budget. Tasked with repositioning the EDC as the primary catalytic organization for economic development in King County and the Puget Sound region. Released the *“Action Plan For Continued Prosperity in King County”*.
- Guided by the EDC *“Action Plan For Continued Prosperity in King County”*, targeted recruitment and retention business lines in the high technology, manufacturing and service sectors that created 3,800 new jobs, filling 3.2MM sq. ft. of office, laboratory and commercial space valued at \$200MM in King County from 1998-2003.
- Initiated marketing, promotion and branding strategies resulting in new business partnerships, increasing outside sponsorship revenue \$100K+ annually from 1998-2003; increased membership from 75 to 200, growing membership revenue \$1MM from 1998-2003; reduced annual member attrition rate to < 1%.

**EXECUTIVE DIRECTOR**

Seattle, WA &amp; Juneau, AK

ALASKA SEAFOOD MARKETING INSTITUTE

1994-1997

Alaska Seafood Marketing is an industry marketing and promotion commission underwritten by the Alaska seafood industry. 28 member public-private Board of Directors, 26 employees, principal offices in Alaska and Washington State with field marketing offices in the U.S., Asia and Europe. The mission of the organization is to brand, advertise and promote the multi- billion-dollar Alaska seafood industry and its products, while advocating and assuring that the resource is sustained through innovative conservation and stewardship practices.

Retained by Board of Directors to provide organizational leadership and execution of Board-directed initiatives in the Alaska, Washington State and global field marketing offices. Responsible for operations, finance, public and government relations, marketing and strategic planning. Directly accountable for a \$15MM annual operating budget. Transformed an unchallenged, low-morale organization into an effective, results oriented, high performance team that achieved Board objectives.

- Initiated organizational improvement efforts that boosted morale, resolved major staff conflicts and established new levels of communication and commitment throughout all divisions. Managed these initiatives and strengthened relations among customers, staff, board members, contractors and industry stakeholders.
- Developed a comprehensive domestic retail and food service marketing strategy and established branded programs that increased market penetration in targeted markets by 30% and consumer awareness and sales of Alaska seafood products by 15% annually.
- In the face of fierce international seafood industry competition, reorganized the export division resulting in a 25% average market share growth of Alaska Seafood products in ten key export markets in Europe and Asia.
- Expanded ASMI’s “quality product marketing” role to support domestic and international retail marketing programs in the areas of seafood science, food safety, quality and sustainability certification. ASMI was

regarded as a model of efficiency and effectiveness on market based quality, sustainability, conservation and stewardship issues, and as an effective collaborator/communicator with industry and regulatory agencies.

## MANAGING DIRECTOR

WA ST. DEPT. OF AGRICULTURE, MARKET DEVELOPMENT DIVISION

Olympia, WA

1983-1993

Appointed to this position by the Governor with responsibility for operations, strategic planning, international and domestic market development. 25 member statewide Food and Agriculture Advisory Committee. Directed 13 employees and 3 trade offices in Japan/Korea, Taiwan and Europe. Additional duties included Department of Agriculture advocacy for transportation, renewable energy policy, energy facility siting, land use, forest practices, irrigation development, water allocation policy and conservation practices. Responsible for statutory oversight of 23 agricultural commodity promotion and research commissions. Accountable for \$8.5MM biennial operating budget.

- Founding member and executive director of the Washington Wine Marketing Advisory Council, 1983-1987. In partnership with the State Legislature and private sector, secured \$1MM in “seed” money to “bootstrap” the fledgling Washington State wine industry’s market development efforts. Developed world class marketing programs that were the model for efficiency and effectiveness in wine marketing and promotion. Premium wineries grew from 20-150, and wine sales grew 70% per year. In 1987 “spun off” existing Council-Department of Agriculture wine marketing programs into newly created Washington Wine Commission, totally funded and managed by wine industry. Member, Washington Wine Commission, 1987-1993.
- Generated international trade and new business development programs and services resulting in \$500MM in new Washington State food and agricultural product sales. Developed additional cooperative funding relationships with federal agencies (USDOT, USDA-FAS, AMS; USAID) that supplemented Department of Agriculture programs by \$1MM
- Key Department of Agriculture staff assigned to Governor’s Economic Development Cabinet developing the framework and delivery systems for Governor’s statewide economic development strategy for agriculture and natural resources.

## OTHER RELEVANT PROFESSIONAL EXPERIENCE

Past Chair, Washington Economic Development Association

King County International Airport/Boeing Field FAA Master Plan Update Committee (current)

Advisory Committee Member, Washington State University International Marketing Program for Agricultural Commodities & Trade (IMPACT)

Washington State Energy Facility Site Evaluation Council (Department of Agriculture member)

Washington State Forest Practices Board (Department of Agriculture member)

Special Assistant to the Director of Agriculture (Department of Agriculture industry advocate)

Past Member, USDA-USTR Agricultural Policy Advisory Council (APAC)

Cooperator, United States Agency for International Development (USAID)

## EDUCATION & TRAINING

M.A., Agricultural Economics (Transportation Management), Washington State University, Pullman, WA

B.A., Education, Augsburg University, Minneapolis, MN

State of Washington Executive Management Development Program

Ken Blanchard Servant Leadership Series

