



## PIER 39 Marketing Department

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**Kathy Paver, CRX – Senior Vice President of Marketing**

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**Irma Hernandez - Marketing and Leasing Assistant**

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The Marketing Department is responsible for building and growing the PIER 39 brand as well as maintaining PIER 39's prominent status as San Francisco's most-visited attraction. The Marketing Team conducts research studies as well as designs and implements PIER 39's annual marketing plan and budget. The primary marketing goals of the Marketing Department are to increase brand awareness, traffic and sales for PIER 39.

### Public Relations, Advertising & Integrated Media

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**Sue Muzzin – Vice President of Public Relations, Advertising & Integrated Media**

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**Alissa Guisti – Public Relations, Advertising & Integrated Media Manager**

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**Jamie Peraza – Social Media and Public Relations Coordinator**

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The Public Relations, Advertising & Integrated Media Department's primary responsibilities include maintaining and developing the PIER 39 brand through advertisements, the PIER39.com website, social media channels, signage and collateral materials, filmings, press releases, as well as media and partnership opportunities.

The P.R., Advertising & Integrated Media Department also is responsible for promoting and executing our Local Advantage campaign, which gives local residents (residing from Northern California) a chance to enjoy PIER 39 shops, restaurants and attractions at a special discount.

## Tourism Development

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**Jodi Cumming – Director of Tourism Development**

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**Rand Hardy – Tourism Development Coordinator**

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The Tourism Development Department works to keep PIER 39 top of mind as San Francisco's most-visited attraction. Tourism Development continually works with the following organizations and businesses to promote PIER 39 and its businesses to both domestic and international markets:

- Local Travel Associations and Convention & Visitor Bureaus
- Domestic, International and Online Tour & Travel Planners and Wholesalers
- Motorcoach
- Local Taxi Companies
- Hotel Staff
- Park and Recreation Departments, Sports Teams and Corporate Employee Programs

The sales team represents PIER 39 at domestic and international travel trade shows. Leads from these shows are sent to PIER 39 business for follow-up. Tourism Development is also responsible for the meal voucher and attraction pass programs, AAA program, lead fulfillment and hosting familiarization trips.

## Special Events

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**Erin Leviant - Special Events & Promotions Manager**

[erinl@pier39.com](mailto:erinl@pier39.com) | 415.705.5525

PIER 39's Marketing Department hosts a variety of special events throughout the year. In addition to being extremely popular with tourists and locals alike, these events have been successful in generating traffic as well as positive media attention for PIER 39. The 2014 calendar of events included: Sea Lion Anniversary, Tulipmania, Coast Guard Appreciation Day, Fourth of July, Fleet Week, Wine Walks and our Tree Lighting Celebration. Erin also coordinates PIER 39's participation in off-site events such as FanFest. She also assists our tenants with their special events, such as grand openings, autograph signings, etc.



## **PIER 39 Leasing Department**

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**Sina von Reitzenstein – Vice President of Leasing**

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**Alicia Mier – Tenant Coordinator**

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**Irma Hernandez - Leasing and Marketing Assistant**

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The PIER 39 Leasing Department is responsible for the administration of all lease related matters for PIER 39. This includes positive tenant relations, maintaining a successful and strong tenant mix for PIER 39 and the Customer Service initiative. The Leasing Department is further responsible for the continued development, oversight, long term planning and implementation of the leasing strategy, working hand in hand with all merchants and all PIER 39 Departments.



## PIER 39 Accounting Department

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**Scott Gentner – Chief Financial Officer**

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**Elinor Heller – Vice President, Controller**

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**Renee Tanaka– Assistant Controller**

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**Darcy Peterson – General Accounting Manager**

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**Laurie Chin – Property Management Accountant**

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The PIER 39 Accounting Department is responsible for all Tenant related accounting matters, including billing and the processing of sales reports, in addition to accounts payable and receivable, inventory, payroll, fixed assets and all other financial elements involved in managing and operating the PIER 39 entity. Any questions regarding Tenant billing and sales reporting should be directed to Laurie Chin or Darcy Peterson.

The PIER 39 Accounting Department is also responsible for the PIER 39 Parking Garage. To apply for a monthly parking card (subject to space availability) or for any questions regarding the parking garage, please contact Scott Gentner.



## Tandem Partnerships

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**Tamara Goddard Swagger - Vice President, Business Development**

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**Scott Bruno - Senior Manager, Sponsorship Sales**

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**Jessica Bojorquez – Senior Manager, Sponsorship Services**

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**Lindsay Christian – Business Operations Manager**

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**Kevin Hindenach – Account Executive**

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**Patrick Cochrane – Account Executive**

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Tandem Partnerships oversees year-round corporate partners as well as short-term promotions, garage advertising, and mobile marketing tours seeking placement at PIER 39. We work with our partners to leverage marketing advantages for PIER 39 and provide value to our visitors. Moreover, through this partnership program, we continuously explore new opportunities for exposure and added-value to PIER 39 shops, restaurants, and attractions. Specific benefits include discounted pricing, sales-driving campaigns, cross-promotional opportunities, and product support. PIER 39 tenants are welcome and encouraged to contact Tandem with any questions or suggestions regarding our specific partners or the overall partnership program.

Year-round partners include: Coca-Cola, Nestle Dreyer's, Wines of California Wine Bar, Telemundo, and San Francisco Chronicle / SFGate.com.



## PIER 39 Operations Department

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**Frazer Thompson - Vice President of Operations**

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**Please note that all Operations Department contact information is for general correspondence only. The PIER 39 Security Booth should be contacted for all emergencies, routine maintenance requests and for all other occasions of similar nature.**

### **PIER 39 SECURITY BOOTH - CONTROL DISPATCHER | 415.705.5544**

The Operations Department is committed to meeting the diverse needs of the PIER 39 community in a professional and ethical manner. The Operations Staff provide in-house property management that ensures that we remain San Francisco's most visited destination. Our multilingual staff consists of certified first responders, off duty police officers, disaster response teams, electricians, plumbers, project managers and landscapers. Our goal is to provide a safe, clean and attractive environment while working collaboratively with the PIER 39 Departments and Merchants to provide a memorable experience for our patrons.

**Jackie Aldeguer - Operations and HR Administrator**

[jackie@pier39.com](mailto:jackie@pier39.com) | 415.705.5547

Jackie provides administrative support for all of the operations department heads including personnel management and Human Resources. She also oversees all merchant support needs for vehicle access for vendors and contractors. Additionally, Jackie coordinates monthly merchant service work order requests and billings.

## Construction and Tenant Improvements

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**Blake Lawler - Director of Construction & Facilities**

[blake@pier39.com](mailto:blake@pier39.com) | 415.705.5572

**Toren Lafler - Project Manager**

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From the initial phase to project close-out, the Construction and Tenant Improvements Department understands the value of organization, project management, and the

From the initial phase to project close-out, the Construction and Tenant Improvements Department understands the value of organization, project management, and the business of construction and is therefore committed to providing excellent service and timely results. Blake and Toren assist new and current merchants in developing successful remodeling plans that begins with approval of design concepts and continues through the processes of construction drawings, permitting, tenant coordination and project close-out. Blake and Toren also manage a multitude of PIER 39 capital improvement projects that helps to enhance and preserve the unique character of the buildings and architecture, decks and piers.

## Facilities

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### **Blake Lawler - Director of Construction & Facilities**

[blake@pier39.com](mailto:blake@pier39.com) | 415.705.5572

### **Andrew Leyonmark - Facilities Manager**

[aleyonmark@pier39.com](mailto:aleyonmark@pier39.com) | 415.705.5553

### **Justin Nixon – Facilities Maintenance Supervisor**

[jnixon@pier39.com](mailto:jnixon@pier39.com) | 415.510.2348

The Facilities Department is committed to providing quality repairs and maintenance services for the public areas and pier infrastructure. Our in-house technicians assist Merchants with routine electrical repairs, plumbing, drainage, mechanical repairs, general maintenance installations, shelving and light woodworking. In addition to the daily maintenance of the common areas of PIER 39, the Facilities team coordinates with the ES team to support PIER 39 special events. In concert, the Operations Department provides an experienced event team that supports special projects such as the Tree Lighting Ceremony; an event enjoyed by our merchants, patrons, employees and even Mickey and Minnie.

## Security

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### **Reinalyn Duma - Chief of Security**

[reinalyn@pier39.com](mailto:reinalyn@pier39.com) | 415.705.5598

### **Phi Tonnu- Deputy Chief**

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With a focus on safety, protection, confidentiality and discretion, Reinalyn oversees the overall function of the departments 24-7 security patrol, fire and video surveillance system. Our highly capable and trusted staff are certified in CPR/First Aid/Automated External Defibrillators and are trained in public safety, loss prevention, medical emergencies, arrest and control. In conjunction with the local police and fire departments, PIER 39 Security provides continuous watch and maintains a 24-hour communication center while responding to all reports of accidents, crimes, suspicious persons, hazards and other emergencies. Members of the department value the safety of our merchants, employees, and patrons alike and are committed to providing high quality service with a strong emphasis on customer service and crime prevention.

## Environmental Services (ES)

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**Ruben Ramos - Environmental Services Manager**

[rmos@pier39.com](mailto:rmos@pier39.com) | 415.705.5512

**Arnel Crisostomo - Environmental Services Manager**

[acrisostomo@pier39.com](mailto:acrisostomo@pier39.com) | 415.510.2348

Ruben and Arnel oversee an Environmental Services team that is dedicated to maintaining PIER 39's property at a very high standard, including but not limited to housekeeping and pest management.

Ruben and Arnel coordinate PIER 39's award winning "Green Program" that helps PIER 39 and our merchants reduce their carbon footprint. This program includes solid waste recycling, restaurant food waste composting, cooking oil/bio-diesel conversion, water and energy conservation, xeriscape (drought tolerant) gardening and pollution prevention. In concert with our merchants' employees, our waste management efforts help to divert approximately three million pounds of waste material annually from local landfills, therefore, PIER 39 tenants are able to run their business while remaining environmentally friendly.

## Landscaping

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**Mark Mauser – Landscaping Lead**

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The PIER's knowledgeable and creative Landscaping team works ardently to maintain a vibrant and colorful year-round ocular and aromatic environment, delighting our guests by creating a memorable backdrop to their San Francisco experience. The Landscaping team prides itself on its successful water conservation initiatives, and resourcefulness in seasonal plant rotation. Whether it's planting 39,000 tulip bulbs in December to blossom in the Spring for the PIER'S 39th Anniversary, or trimming the PIER in seasonal décor for the holidays, the skilled and talented team works tirelessly to ensure PIER 39 looks its best at all times.