

## Jeff Pinneo

The son of a man who was abandoned by his own father as a child, but who was invited to Cub Scouts and went on to become an Eagle Scout and an accomplished man in his own right, Jeff understood from an early age that people are built for duty and service greater than themselves.

Jeff Pinneo has, during his life and career, exemplified local and global citizenship, exceptional leadership, and service to others. Throughout his 33 years in the airline industry, 29 of which were with Alaska Air Group Companies Horizon and Alaska Airlines, Pinneo held a variety of leadership position in the areas of marketing, sales, operations and customer service. He recently transitioned from nearly 13 years as President and CEO in both the for-profit and non-profit sectors, with 8 ½ years at Horizon Air, followed by 4 years with the Oregon-based global health non-profit, Medical Teams International.

Jeff finds fulfillment in helping senior executives and leaders discover their full potential for impacting the people and organizations they serve, and he does so by asking questions that lead to great insights and enhanced execution. Deeply influenced by the mentors in his own life, he understands the value of clear, outside, unbiased perspective.

Currently, he serves as a trustee for the M. J. Murdock Charitable Trust, a foundation supporting the work of thousands of non-profit organizations throughout the Pacific Northwest, and sits on the board for Pacific Continental Bank. He has served on several governing and advisory boards in both academia and youth services, including Seattle Pacific University's College of Business & Economics, National Board of Advisors at Washington State University's College of Business, and Bellevue Boys and Girls Club.

He holds a bachelor's degree in Advertising from University of Washington and a Master of Business Administration of Graziadio School of Business & Management from Pepperdine University.

Jeff and his wife Janey, live in Lake Oswego, Oregon. They enjoy traveling spending time with family and friends, and engaging in the many outdoor activities offered by the Pacific Northwest.