



## **Certified Seafood Collaborative Board Bios**

### **Mark Fina (Chairman)**

Mark Fina is a policy analyst for United States Seafoods, LLC and the President of the Alaska Seafood Cooperative. Prior to joining US Seafoods, Mark worked for eleven years as the Senior Economist for the North Pacific Fishery Management Council, where he worked on a variety of analyses including catch share programs for the Bering Sea and Aleutian Island crab fisheries, the Bering Sea and Aleutian Islands multispecies groundfish fisheries, and the Central Gulf of Alaska rockfish fishery. Mark has a J.D. from the University of Minnesota and a Ph.D. in Agricultural and Applied Economics from Virginia Tech. Tom is the founder and general director of 15th and Pearl Consulting LLC, specializing in seafood product management and CPG product development. He has spent the last 20 years in senior sales, marketing, sustainability, and category management roles for Ocean Beauty Seafoods, Trident Seafoods, and Silver Bay Seafoods. Tom also worked for 15 years with the Alaska Seafood Marketing Institute (ASMI) domestic marketing and salmon committees.

### **Allen Kimball**

Allen has worked for the past 30 years in the Alaska seafood industry. He has recently retired from Trident Seafoods Exec Team with past oversight of Alaska offshore operations and most recent Trident's International Operations and sales which included their global species management group. Allen is currently appointed as chairman of the Alaska Seafood Marketing Institute (ASMI).

### **Tomi Marsh**

Tomi Marsh of Ketchikan has been involved in the Alaska commercial fishing industry since 1982. Marsh purchased the 80' fishing vessel, *Savage*, in Brooklyn, New York and sailed her around to the West Coast. As the owner/operator of the F/V *Savage*, she fished for crab from the Pribilof Islands, throughout Alaska, and along the coast of Washington and has fished and tendered in Southeast since 1990. She is involved with the Alaska Seafood Marketing Association and serves on the Board of Directors. Marsh also serves as the president of the Oceans Alaska mariculture board. She is also a University of Alaska Fairbanks student and is majoring in rural development and sustainable communities. She has also traveled widely and has witnessed the benefits of responsible fisheries and community projects in Asia and Mexico. Tomi is also with the Southeast Pilots, and pilots ships through Southeast Alaska.

### **Matt Tinning**

Matt Tinning serves as Director of Sustainability and Public Affairs at the At-sea Processors Association. In this capacity he leads APA's engagement on national policy, and its work in the international arena relating to sustainability and corporate social responsibility. Prior to joining

APA, Matt held a variety of leadership roles at environmental non-profit organizations. Most recently he led Environmental Defense Fund's US Oceans Program, overseeing teams in New England, the Gulf of Mexico, the Pacific and Washington, DC promoting best practices in fisheries policy and management. Earlier in his career Matt worked for the Australian Embassy in Washington, DC, and in the United States Senate. He holds Arts and Law Degrees from the Australian National University.

### **Scott Goodman**

Scott is currently the Executive Director for the Bering Sea Fisheries Research Foundation (BSFRF) and has participated first-hand in Bering Sea crab research for the last 10 years. Scott has advised, developed and executed many important cooperative research projects and currently assists with direct oversight of the continuing large-scale research on crab stocks in Alaska. He helped build momentum for new crab-specific research in the Bering Sea and BSFRF is now strongly supported by voluntary contributions with a strategy to complete \$1 million of crab research annually. He has a BS in Fisheries Management and a Master of Marine Affairs, both from the University of Washington, Seattle. Scott has 21 years of experience at Natural Resources Consultants, Inc. (NRC) as fishery analyst, biologist, and partner. His experience connects the generations at NRC, as he has contributed to hundreds of research projects with some of NRC's founding and recently retired partners (Lee Alverson, Steve Hughes, Jeff June, et.al.). As a researcher in fisheries science Scott enjoys tackling some of the more difficult questions that are important to sustainable fisheries management. In the mid- 1990's he worked extensively along the Washington and Oregon coasts with commercial and recreational salmon fishermen to coordinate research for a large- scale, multi-year at-sea research program. Cooperating directly with fishermen and industry leaders has been a high point of his work at NRC. Scott currently lives in Everett; works in Ballard and away from work loves to be outside or on the water with family.

### **Julie Decker**

Since in 1994, Julie Decker has worked in the Alaska seafood industry in a variety of positions, including processing worker, commercial fishing and diving, vessel owner, and executive management of both seafood processing businesses and trade organizations, including 12 years with the Alaska Fisheries Development Foundation (AFDF). Currently, Decker is President of the Pacific Seafood Processors Association (PSPA). Decker has served on various boards and committees working toward economic development in the seafood industry, including the Alaska Seafood Marketing Institute, United Fishermen of Alaska, Southeast Conference, Wrangell Borough Assembly, Certified Seafood Collaborative, and Global Seafood Alliance. In 2021, Decker was named a "*Highliner*" by National Fisherman. Decker lives with her husband in Wrangell, Alaska. They raised their two children commercial fishing on the F/V McCrea. In the summers, Decker takes vacation time to harvest kelp with her husband.

### **Jamie Goen**

Jamie Goen is the Executive Director of Alaska Bering Sea Crabbers, a non-profit trade association representing harvesters of king, snow, and bairdi crab in the Bering Sea and Aleutian Islands. Her background includes work on crab and halibut boats in Alaska, on oceanography vessels all over the world, as well as work with governmental organizations. She was previously Branch Manager at the International Pacific Halibut Commission overseeing their survey and fisheries data collection programs, as well as their international regulations. During her 15 years at NOAA Fisheries, she was a Fishery Policy Analyst working in several fisheries around the country and in DC, including work for the head of NOAA Fisheries and being the lead regulation writer for

the West Coast Groundfish Trawl Rationalization Program. Jamie has a Master's degree in marine policy from the University of Washington and believes in sustainable fisheries as a renewable, healthy protein source and as an important source of jobs. Jamie is driven by bringing fishermen's knowledge and interests together with scientists and managers to build better outcomes.

### **Tom Sunderland**

Since 2002 Tom has worked in the Alaska seafood industry, as Vice President of Marketing for Ocean Beauty Seafoods, Director of Salmon Category Management for Trident Seafoods, and Chief Sales Officer for Silver Bay Seafoods. Before that he worked extensively in consumer packaged goods and has spent considerable time in other fisheries. Between 2004 and 2018 he worked on behalf of the Alaska industry with the Alaska Seafood Marketing Institute (ASMI), chairing both the ASMI Salmon Committee and the ASMI Domestic Retail Marketing Committee for over ten years. He is currently working for the Global Seafood Alliance, focusing on wild-capture fisheries and the RFM program, and is Vice-Chair of the Certified Seafood Collaborative.

### **Jeremy Woodrow**

Jeremy Woodrow is the Executive Director for the Alaska Seafood Marketing Institute. Jeremy is a born and raised Alaskan whose family has commercially fished in Southeast Alaska for over five decades. He has practiced marketing and public relations in the fields of seafood, state and local government throughout Alaska since 2002. Jeremy is an alumnus of Northern Arizona University where he received his bachelor's in public relations and bachelor's in advertising. He lives in his hometown of Juneau, Alaska with his wife and two young children. Jeremy is also active in coaching and volunteering for youth sports programs in which his children participate. He loves to spend every minute of free time with his family in the great outdoors of Alaska and, of course, fishing.

### **Michael "MJ" Jackson**

MJ is a long-time Alaskan Fishing veteran with a career that started in 1979. He has been involved in a multitude of fisheries including Crab, Salmon, Herring, Cod, Halibut, Black Cod, and Squid. Through these fisheries he has formed a respect for the critical need for sustainable fisheries, and throughout his fishing career he has been an active and vocal voice in fishery policy. Because of his activism, he was named a National Fisherman "Highliner of the Year" for 2023. MJ currently sits as Chair of the Alaska Seafood Marketing Institute (ASMI) Salmon Committee, is a United Fisherman of Alaska (UFA) Board member, and a commercial fisherman for Bristol Bay (CFBB) Advisor. He recently resigned from the Bristol Bay Regional Seafood Development Association (BBRSDA) where he served as President and Vice-President since 2019. MJ has made the transition from fisherman to processor and is currently employed by Northline Seafoods Corp. as Fisherman Liaison for the Freezer Barge Hannah, to be operating out of Bristol Bay.

### **Kacy Cole**

Kacy Cole is Chief Marketing Officer for Holland America Line, a global cruise line that has been sharing the wonders of Alaska's glaciers and wildlife with guests longer than any other cruise line. Cole spearheaded efforts for Holland America to become the only cruise line to achieve RFM certification across its Alaska fleet. Cole is a creative and award-winning marketing executive with a proven track record of transforming businesses through digital innovation & bringing brand and performance marketing together. She has rich experience in combining strategic leadership with execution excellence at organizations including Tommy Bahama, Getty Images, T-Mobile and now Holland

America. Cole was recently voted by her peers as an OnCon Icon Top 50 Marketer. She holds an MBA from Thunderbird (American Graduate School of International Management) and a BA from The American University of Paris. Cole loves the outdoors and is an avid fly fisherman.