



Pamela Hinckley

CEO of Tom Douglas Seattle Kitchen

Since joining the Tom Douglas Seattle Kitchen team, Pamela Hinckley has fostered a strong company structure and positive morale during major periods of change not only within the Seattle Kitchen restaurant group, but also within the restaurant industry itself. Hinckley's expertise, collaborative personality and constant quest for positive employee and guest experiences have created an undeniable bond between the corporate office, culinary teams and customers in one of the nation's leading privately owned restaurant groups.

Her career started in the 1970s when Pamela discovered her true passion for the food and beverage industry while creating a farmer's market for Americorps. That experience led her to change career paths from psychology to marketing, and in 1997, Hinckley became Vice President of Marketing and Sales at Redhook Brewery in Woodinville, Washington. Her 15 years there helped to hone her executive leadership skills and in 2002, Hinckley moved on to establish her own marketing consulting company. One of her greatest success stories was managing the launch of award-winning brand Theo Chocolate, which was ultimately included in Seattle Magazine's "Best in Seattle" list in 2006. Hinckley's reputation grew as a visionary in the Seattle food scene, so it came as no surprise when her long-time friend and Seattle restaurateur, Tom Douglas, approached her to join his team in 2009.

Pamela's cautious and strong-willed business style paired with Tom's visionary ideals has ushered Tom Douglas Seattle Kitchen into the successful restaurant group it is today. Her degree in psychology has been an asset as an executive leader, allowing her to work harmoniously with Tom, the managerial team and each individual staff member. Since her tenure as CEO, she has worked tirelessly to bridge the communication gap between staff and has encouraged autonomy of each restaurant to the general manager and chef. Pamela has implemented daily pre-service meetings to better communicate with the team, and has put in place programs such as Wine Press Club and family cooking series, as well as events where customers can connect with Tom Douglas, and partnerships with local programs to educate consumers about the food we eat.

Most recently, when Seattle revised its labor laws, Pamela took action with Tom Douglas in defending and ensuring equitable pay for all employees, particularly servers, by raising minimum wage to \$15 an hour before it was state mandated. Pamela continuously exceeds the standards in her role – she can often be seen leading employee meetings and chatting with staff, no small feat considering the company's 1,000 employees and over 30 food-based businesses.

Pamela is a good friend to Tom Douglas and his business partner and wife, Jackie Cross, and a godmother to their daughter, Loretta. As one of the few female restaurant group CEOs in the United States, she brings a refreshing point-of-view and personal touch to the Tom Douglas Seattle Kitchen management team.