



It's Prime Time: The Dismantling of Amazon

UGAMUNC 30

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1. Letters to the Delegates

1.1 Crisis Director Letter

Hello Delegates!

On behalf of the University of Georgia Model United Nations Team, I would like to warmly welcome you to the thirtieth annual UGAMUNC. My name is Becca Golden, and it is my honor to serve as your Crisis Director for the Dismantling of Amazon Committee! I am a second-year student from Cumming, Georgia, majoring in Environmental Economics and Management with a minor in Computer Science. This is my second year on the Model UN Team and I have enjoyed every single moment I've had with this club, from competing at the utmost challenging conferences in the country to writing the craziest backroom notes with my fellow members. In my free time you can find me exploring stores and restaurants in my college town, baking, and creating itineraries for trips I can only *hope* to go on some day.

While this is my first time being a Crisis Director, I was a staff writer for last year's UGAMUNC. I am more than excited to have the opportunity to plan out my own committee this year, as Crisis Committees foster the perfect atmosphere for leadership, cooperation, and creativity. I chose the company Amazon as the topic for this committee because of how prominent of a service it is in the lives of millions of people. As college students, we had found ourselves turning to Amazon every time we needed to furnish our dorms or apartments, simply because it seemed like there was nothing Amazon *didn't* have. Not only this, but the process of purchasing products is incredibly easy; Within a single click of a button, many orders arrived within days, if not *hours*. As a student passionate about sustainability and waste reduction in industries, I ultimately knew that Amazon was –without a doubt–an incredibly large contributor to pollution and hyperconsumerism. Although I've done my part to limit my consumer contribution to companies like Amazon, the quick and strategic marketing practices of these companies make it extremely difficult to buy from alternative brands. With worker rights, unjust monopolies, and the environment becoming increasingly critical topics in the past decade, I believe that Amazon's contribution to each of these calls for spectacular conversations and debates.

Although this committee is based on a modern day subject, I would like to clarify that this *is* a crisis committee, and I hope that delegates will feel free to be creative and think “outside the box” when developing their character arcs. As a CD I believe the backroom is shaped by the delegates, and a Crisis Director's job is to bring your amazing ideas to life. The characters in this committee all have their own unique advantages that delegates should take into consideration when piecing together their arcs. Lastly, despite the fact that the committee is titled “The Dismantling of Amazon”, the fate of the company resides in *your* hands! I urge you to work together with your fellow delegates in the front room to come to the best decision for the

company's future, whether that be through restructuring the entire business model, or causing the company to collapse! The world (Amazon) is your oyster.

With that being said, we are so excited for an amazing weekend with you all, and we cannot wait to see where you steer this committee! I wish you all the best of luck, and if you have any questions or concerns, please feel free to email me, as well as either of your chairs!

Best,

Becca Golden (She/Her)

rg42969@uga.edu

1.2 Chair Letter

Hello delegates. My name is Kris Ramki(He/Him) and I am a third year Computer Science Major! In my free time, I enjoy spending time with my friends and family, playing with my corgi, and playing guitar. Since Amazon is huge in the techspace, I'm really excited to see where the committee ends up going! Feel free to reach out at kr59256@uga.edu

1.3 Co-Chair Letter

Hello delegates. My name is Parth Patel (He/Him) and I am a fourth year student majoring in MIS and Economics. I will be attending law school after my time at UGA. In my free time, I enjoy watching all kinds of sports and rooting for my beloved Falcons and Braves. As a business major, I am excited to dive deeper into the world of Amazon. Feel free to email me with any questions or concerns you may have.

(psp99073@uga.edu)

Sensitivity Statement

As you conduct research and prepare to attend our conference, please remember to be respectful and mindful of different cultures, traditions, religions, and more. Here at the University of Georgia, we do not tolerate any form of discrimination. As a standard, follow the Western business attire dress code, do not imitate accents when speaking, and do not bring props. Treat your fellow delegates with the utmost respect, regardless of differences in ability, age, culture and ethnicity, gender identity, national origin, race, religion, and sexual orientation. Please keep this in mind, whether it's the ideas discussed during debate or the content of your papers.

Additionally, cheating by pre-writing or other measures such as the use of AI (ChatGPT, Google Bard, Grammarly AI, etc.) will not be allowed, as it not only provides certain delegates with unfair advantages, but also takes away from the passion, personality, and effort that each delegate puts into their ideas and works. The use of AI to write notes, speeches, or papers in committee is strictly forbidden.

In short, please conduct yourself in a respectful and professional manner. If instances of racism, sexism, homophobia, xenophobia, etc. ever arise during committee, please let us know so that we can handle the situation and create a safe and welcoming environment for everyone. Furthermore, if our staff determine that you have violated our code of conduct, or that you have committed any aforementioned forbidden activities such as prewriting, accent imitation, or racism, we reserve the right to disqualify you from UGAMUNC 30.

2. Rules and Procedures

1.1 General Rules

While other delegates at UGAMUNC may be placed in traditional General Assembly-style Model United Nations committees, It's Prime Time: The Dismantling of Amazon at UGAMUNC will run as a crisis committee. While you should still familiarize yourself with the UGAMUNC Rules and Procedure document to brush up on parliamentary procedure, this committee will vary from the typical format. Please familiarize yourself with the following rules specific to this committee, and once again, if you have any questions, feel free to reach out to me at rg42969@uga.edu.

- ❖ **This committee is based on the real-life company Amazon in the present day.** As employees and partners having some relationship with the company, you are responsible for driving conversations on how (and in what ways) Amazon should evolve for the sake of the company's future success. Additionally, magic and other fantasy elements are not allowed in this committee.
- ❖ **Utilize crisis notes to accomplish your goals in committee and craft your crisis arc.** While the main method of negotiation in a typical General Assembly-style committee stems from typical speaking time, much of the work you do will be on your own through crisis notes. These are letters that your character will write to the back-room, a body outside of the committee room, to accomplish something without the committee's knowledge. A good crisis note not only explains, in detail, what to do, but it also explains very specifically how to do it. These notes will be addressed to a fictional person that has some relation to your character. The “back-room” (UGAMUNC staff and your Crisis Director Becca) will answer these notes as if they were this fictional person, responding as that person would under the circumstances from the context you set out.
- ❖ **Because this is a crisis-style committee, write directives, not resolutions.** Although they are very similar, directives are the typical formal paper written in a crisis committee, not resolutions. Directives are less formal, are normally/creatively titled, and are generally more straightforward. They are intended to utilize the powers present in the committee to quickly address the front-room crisis at hand or any related issues.
- ❖ **Represent a thorough understanding of your character.** This is a modern crisis committee, meaning that much of the context surrounding this committee has been heavily researched and reported upon. Use this to your advantage; do some research! Each character is unique, and therefore has unique goals and relationships among members of the committee. That said, be sure to represent your character's beliefs and not simply your own. While you may not be prepared for the updates which crisis will present to you, you can at least understand the character you have been assigned and react to crisis in the way they would.
- ❖ **Be respectful of the characters in this committee.** Many of the characters in this committee are based on real people and employees within Amazon. They all have different backgrounds and face a variety of real world issues, such as workers rights, the disparities of class, and climate change. With that being said, any mentions of classism,

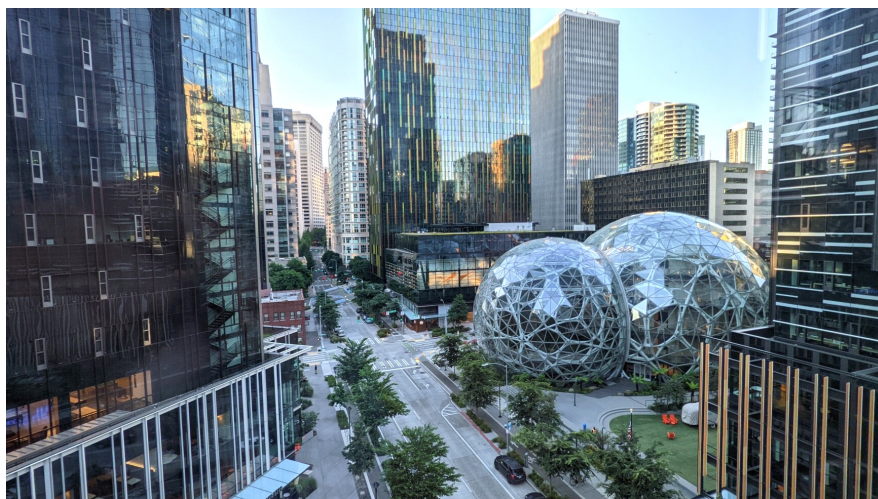
racism, and sexism in committee or in character arcs are not tolerated by the UGA's Model UN, or the University of Georgia at large. Keep in mind that these are real people and real lives you will be embodying, so please treat them with respect. UGAMUNC reserves the right to disqualify competitors from committee for violating DEI rules.

3. Committee Background

3.1 The Origin of Amazon

If you've purchased an item online in the past few weeks – even days – chances are, you ordered something off of Amazon. Amazon is an American multinational technology company which focuses on e-commerce, cloud computing, and digital streaming, and is one of the largest companies in the whole world. Founded by Jeff Bezos from his garage in Bellevue, Washington, in July of 1994, the company was initially an online marketplace for books¹. After fully leaving his job as vice president at

D.E. Shaw & Co., he traveled to incorporate his company in Seattle, Washington, due to the city's abundance of technical talent and innovative products. Additionally, Microsoft was also in the area. When incorporating, he originally gave the company the name



Cadabra, Inc. After a few months, he changed the name to Amazon.com, Inc, due to a lawyer misheard its original name as “cadaver”. Bezos selected this name by looking through a dictionary, setting on “Amazon”, because it was the biggest river in the world, and he planned to make his store the biggest bookstore in the world. The vision he had for this company was more realistic than he thought, as the company's revenue from June 2022 to June 2023 was calculated to be \$538.046 Billion.

¹“History of Amazon.” Wikipedia, October 19, 2023. https://en.wikipedia.org/wiki/History_of_Amazon.

When Amazon went public in May of 1997, they opened their company up to selling music and videos, as well as video games, toys, home improvement items, and software the next year². Despite this expansion in products they offered, Amazon did not expect to make a profit for four to five years. In 2001, thousands of technology startups that raised money and went public ended up folding in a period called the dot-com bubble burst, triggering a recession and bankruptcies. Despite this, Amazon survived and kept pushing forward beyond the tech crash to become a dominant figure in online sales. The company finally saw its first profit in the first quarter of 2001: \$0.01 on revenues of more than \$1 billion.³ Although extremely modest, this profit margin proved to critics that Bezos' atypical business model could succeed.

Throughout the 2010's, the age of online shopping began to expand beyond its original purpose, of course, with Amazon as one of the fore-fronts of a new wave of consumerism. Although the company had already acquired partnerships with dozens of well-known companies that sell their products on the website, their most successful acquisitions during this time included Twitch, a social video game streaming service, and Whole Foods, a high-end supermarket chain with over 400 stores across North America.⁴

At the beginning of 2011, Amazon had 30,000 full-time employees in the US. This grew to 180,000 by the end of 2016, and the next year, the company had acquired over 566,000 employees worldwide⁵. With such exponential growth occurring within the company, Amazon announced in 2018 that it would open its highly sought-after new headquarters, known as HQ2, in Long Island City, Queens, New York City⁶, and in the Crystal City neighborhood of Arlington, Virginia. In February of 2019, however, the company announced it was no longer moving forward to build HQ2 in Queens, but instead, would focus solely on the Arlington location. The company plans to relocate 25,000 employees to HQ2 by 2030. The establishment of the new headquarters allows for the company to neighbor Pentagon City and Potomac Yard, an area jointly marketed as "National Landing." Additionally, this announcement created a new partnership with Virginia Tech University to develop an Innovation Campus to fill the demand for high-tech talent in the National Landing area and beyond.

The Coronavirus Pandemic in 2020 caused a surge in online shopping, resulting in shortages of household staples, both online and in some brick-and-mortar stores. From March 17⁷ to April 10, 2020, Amazon warehouses stopped accepting non-essential items from third party sellers. The company then hired approximately 175,000 additional warehouse workers and delivery contractors to tackle the surge, and temporarily raised wages by \$2/hour⁸. Despite the

² "Amazon.Com Unveils Plan to Open Up 2 More 'Stores' On Its Website." The Wall Street Journal, July 13, 1999. <https://www.wsj.com/articles/SB931823473942188601>.

³ "Amazon Posts First-Ever Profit in 4Q." CNNMoney. Accessed October 26, 2023. <https://money.cnn.com/2002/01/22/technology/amazon/>.

⁴ Wingfield, Nick, and Michael J. De La Merced. "Amazon to Buy Whole Foods for \$13.4 Billion." The New York Times, June 16, 2017. <https://www.nytimes.com/2017/06/16/business/dealbook/amazon-whole-foods.html>.

⁵ "Amazon: We Hired 130,000 Workers in 2017." CNNMoney. Accessed October 26, 2023. <https://money.cnn.com/2018/02/01/technology/amazon-earnings/index.html>.

⁶ Goodman, J. David. "Amazon Pulls out of Planned New York City Headquarters." The New York Times, February 14, 2019. <https://www.nytimes.com/2019/02/14/nyregion/amazon-hq2-queens.html>.

⁷ Vega, Nicolas. "Amazon Suspends Shipments of Non-Essential Products to Warehouses amid Coronavirus-Driven Shortages." New York Post, March 17, 2020.

<https://nypost.com/2020/03/17/amazon-suspends-shipments-of-non-essential-products-to-warehouses-amid-coronavirus-driven-shortages/>.

⁸ *New York Post*. "Amazon lifts ban on shipping of non-essential products." April 13, 2020.

<https://nypost.com/2020/04/13/amazon-lifts-ban-on-shipping-of-non-essential-products/>

chaos that came with this pandemic, including the poor health situations made public by amazon warehouse workers, Amazon once again arose in the e-commerce world and became a key provider for consumer lockdown needs during the pandemic⁹.

To this day, Amazon is one of the most dominant online retailers in the world. With their own fleet of Sprinter Vans and trucks that perform deliveries as soon as hours after an order is placed, along with their extensive catalog of products ranging from books, to full grocery lists, to a harness and leash for a pet chicken, Amazon has – in one way or another – has made their impact on households across the globe.

2.2 Amazon Controversies

Anti-Competitive Practices

Due to Amazon's domination of the e-commerce field, there have been many allegations against the organization for creating unfair competitive advantages on its platform. Critics have argued that Amazon has been using data collected from its platform to develop competing

products. Many have argued that this use of data is unethical on Amazon's end because it does not promote competition, which hurts society. A specific example of this came with Amazon's thermostat products. A company called Ecobee claims that Amazon used internal data from their platform to develop a product that competed with their product.¹⁰ As a result,



Ecobee lost out on potential profits and market share. Another instance of Amazon's unethical practices has been their ability to remove or derank products sold on its website by competitors. Critics have claimed that having this power allows Amazon to always have the edge against competitors.

As a result, the Federal Trade Commission (FTC) and 17 state attorneys sued Amazon this September. The main reason listed in the lawsuit was Amazon's consistent use of tactics to prevent current competitors from growing and potential competitors from entering the field. The suit also contains details about how Amazon is stifling competition in order to raise prices while degrading its services to its consumers. The states that have joined the FTC in the lawsuit are Connecticut, Delaware, Maine, Maryland, Massachusetts, Michigan, Minnesota, New Jersey,

⁹ McCormick School of Engineering, Northwestern University. "How Amazon Moved Faster Than Ever During the Pandemic." February 2021. <https://www.mccormick.northwestern.edu/news/articles/2021/02/how-amazon-moved-faster-than-ever-during-the-pandemic.html>

¹⁰ Clark, Mitchell. "Amazon Tried to Coerce Ecobee into Collecting Private User Data, the WSJ Reports." The Verge, April 15, 2021. <https://www.theverge.com/2021/4/15/22386086/amazon-strong-arm-power-ecobee-antitrust-tech>.

New Hampshire, New Mexico, Nevada, New York, Oklahoma, Oregon, Pennsylvania, Rhode Island, and Wisconsin.¹¹

Poor Labor Conditions

Former employees, current employees, the media, and politicians have criticized Amazon for poor working conditions at the company. Cases have been publicized about such instances: Warehouse workers forced to carry out tasks in 100 degree weather until succumbing to dehydration and collapsing¹². Before the removal of non-compete clauses in 2015, Employees, even those that are short-term, forced to sign contracts prohibiting them from working for possible competitors for 18 months after leaving amazon, even if they're fired¹³. In a third occurrence, some workers, "pickers", travel the building with handheld scanners "picking" customer orders, walking up to 15 miles during the work day. The scanners give real-time information to the employee on how quickly or slowly they are working, and if they fall behind, they can be reprimanded¹⁴. These are only some of thousands of conditions reported by employees while working at Amazon.

In January of 2023, Amazon was cited by the Department of Labor OSHA for exposing warehouse workers to safety hazards. Amazon workers at three facilities in New York, Illinois, and Florida were exposed to "ergonomic hazards" that put them at high risk for lower back injuries and musculoskeletal disorders. Although spokespeople for the company disagreed with the Department's decisions and intended to appeal, three other sites in New York, Colorado, and Idaho for the same conditions. Amazon's failure to address and record injuries and illnesses in these facilities resulted in thousands of dollars worth of fines¹⁵.

In consequence of poor working conditions, Amazon employees would attempt to unionize, a practice that Amazon fervently looks down upon for its employees, excused with the notion that unions are "not in the best interest of the employees, or the customers they serve." Regardless, workers formed unions to give themselves the rights to collectively bargain over their working conditions, safety, pay, and a multitude of other facets that would make their work lives better.

Environmental Impacts

The massive volume of packaging materials and shipping waste created by online shopping and hyperconsumerism takes an enormous toll on the environment. As one of the world's most successful digital retailers, U.S.-based Amazon lies in the center of this dilemma. Amazon has been criticized over its massive warehouses, fleets of delivery vans, and their reliance and extreme exploitation of fossil fuels. Moreover, the company has yet to commit and

¹¹ Ritchie, John Newman & Amy, and Simon Fondrie-Teitler and Amritha Jayanti. "FTC Sues Amazon for Illegally Maintaining Monopoly Power." Federal Trade Commission, September 26, 2023.

<https://www.ftc.gov/news-events/news/press-releases/2023/09/ftc-sues-amazon-illegally-maintaining-monopoly-power>.

¹² *The Morning Call*. "Inside Amazon's warehouse." August 17, 2015. <https://www.mcall.com/2015/08/17/inside-amazons-warehouse/>

¹³ *The Verge*. "Amazon requires seasonal workers to sign 18-month non-competes." March 26, 2015.

<https://www.theverge.com/2015/3/26/8280309/amazon-warehouse-jobs-exclusive-noncompete-contracts>

¹⁴ *Business Insider*. "The Insane Rules Amazon Warehouse Employees Have to Follow." September 27, 2011.

<https://www.businessinsider.com/amazon-warehouse-rules-2011-9>

¹⁵ *The Hill*. "Amazon faces new crackdown." <https://thehill.com/newsletters/technology/4224549-amazon-faces-new-crackdown/>

report any substantial emissions reduction targets, raising doubt to any of their Climate Pledging claims.

In 2018, Amazon emitted 44.4 million metric tons of CO₂—the equivalent of burning almost 600,000 tanker trucks' worth of gasoline¹⁶. This put them in the top 150-200 emitters in the world. Due to this publication and the mass dissent from both the public and employees, Jeff Bezos unveiled the company's Climate Pledge, swearing to meet the goals of the Paris climate agreement 10 years ahead of schedule and be carbon neutral by 2030¹⁷. Some changes they have discussed making include using a combination of electric delivery trucks and drones that would



have the smallest impact on climate. Additionally, the company considered making an option for Prime customers to have packages delivered at the most efficient and environmentally-friendly time, allowing the company to combine shipments with the same destination. Unfortunately, they decided against it out of fear that customers would reduce their purchases. Even though customers are saved time on their orders, decisions like this and the

“same-day shipping” option at Amazon’s checkout promote hyperconsumerism, the consumption of goods beyond one’s necessities and normal lifestyles. Producing and shipping items at such quick rates requires a significant amount of energy and resources, further increasing greenhouse gas emissions. Not only that, but the ability to buy items quickly and for cheap from companies like Amazon, Shein, and H&M contribute to fast fashion, where unsustainable, cheap items are worn for a limited time before being discarded for something similar¹⁸.

Further contributing to Amazon's environmental impact, Amazon had shed a blind eye to toxic chemicals from its food packaging up until 2021. In the previous year, the company had faced a class action lawsuit for using PFAS (per- and polyfluoroalkyl substances) in its Amazon Kitchen brand products, including disposable plates and bowls¹⁹. The lawsuit alleged that Amazon was selling the items with labels that they were compostable, but PFAS are unable to be used as compost because they do not break down in soil. Although the lawsuit was dropped, the company moved forward with eliminating PFAS and other harmful chemicals from their products and shipping materials.

¹⁶ *The New York Times*. "Amazon's Jeff Bezos Commits \$10 Billion to Address Climate Change." February 17, 2020.

<https://www.nytimes.com/2020/02/17/technology/jeff-bezos-climate-change-earth-fund.html>

¹⁷ *The New York Times*. "Amazon Pledges to Be Carbon Neutral by 2040 and Buys 100,000 Electric Delivery Vans." September 19, 2019.

<https://www.nytimes.com/2019/09/19/technology/amazon-carbon-neutral.html>

¹⁸ *Curiously Conscious*. "Is Amazon a Fast Fashion Brand?" October 2021. <https://www.curiouslyconscious.com/2021/10/is-amazon-fast-fashion-brand.html/>

¹⁹ Bandoim, Lana. "Amazon Bans Toxic Chemicals from Its Food Packaging." *Forbes*, January 14, 2021.

<https://www.forbes.com/sites/lanabandoim/2021/01/14/amazon-bans-toxic-chemicals-from-its-food-packaging/?sh=72b078922d31>

2.3 Impact of Amazon Today

Today, Amazon holds the title of the largest e-commerce company in the world, holding 41% of the American e-commerce market share, almost 10 times the amount of the runner up²⁰. With a catalog of over 12 million products, Amazon ships 1.6 million packages every day across the world, and over 350,000 Amazon sellers report over six figures in yearly revenue²¹. Amazon owns over 100 companies, some of the most notable being Twitch, Whole Foods, and Ring Doorbells. Although Amazon's economic achievements are significant, it has made strides in hiring. Amazon's investments have contributed to 1.6 million job openings in the workforce. Amazon is also known for being a one of the only businesses that withheld profit margins throughout the duration of the COVID-19 pandemic, with a net profit of 8.1 billion dollars, and a gross of 108.5 billion in sales(a 400% increase)²². AWS alone was able to generate 54 billion dollars, equivalent to a country's GDP. Amazon's subsidiaries have also had significant impacts on their influence. Twitch, known as the "ESPN of Esports"²³, is considered one of the largest sports platforms in the world, with 140 million active users, 1.86 billion hours of watch time per month, and had a revenue of 2.8 billion dollars in 2022²⁴. Ring Doorbells are the primary source of camera-enabled doorbells, with more sales than 3 of the leading competitors combined²⁵. With some of the most influential subsidiaries in some of the most competitive markets, Amazon continues to thrive and succeed no matter what conditions face them, and they seem to only get bigger as time continues.

²⁰ Geyser, Werner. 2022. "Top 40 ECommerce Companies in the USA for 2023 (by Web Sales)." Influencer Marketing Hub. April 27, 2022. <https://influencermarketinghub.com/e-commerce-companies-usa/>.

²¹ "57 Amazon Statistics to Know in 2023." 2022. LandingCube. December 21, 2022. <https://landingcube.com/amazon-statistics/#:~:text=How%20Many%20Orders%20Does%20Amazon,and%2018.5%20orders%20per%20second..>

²² The New York Times. 2023. "Amazon's Profit Soars 220 Percent as Pandemic Drives Shopping Online. (Published 2021)," 2023. <https://www.nytimes.com/2021/04/29/technology/amazons-profits-triple.html#:~:text=With%20the%20pandemic%20shifting%20sales,the%20same%20period%20last%20year..>

²³ Arda Ocal. 2020. "Twitch Introduces Sports as a Standalone Category - ESPN." ESPN.com. ESPN. July 22, 2020. https://www.espn.com/esports/story/_/id/29515891/twitch-introduces-sports-standalone-category.

²⁴ Ruby, Daniel. 2023. "Twitch Statistics 2023 — (Users, Revenue & Insights)." DemandSage. August 2, 2023. <https://www.demandsage.com/twitch-users/#:~:text=As%20per%20the%20latest%20data,was%207.12%20million%20In%20July..>

²⁵ SDM Editors. 2022. "Amazon Ring Tops Video Doorbell Market, Says Strategy Analytics." Sdmmag.com. SDM Magazine. June 22, 2022. <https://www.sdmmag.com/articles/100897-amazon-ring-tops-video-doorbell-market-says-strategy-analytics#:~:text=At%201.4%20million%20units%2C%20Ring,Market%20Shares%20%E2%80%94%20June%202022.%E2%80%9D>.

4. Starting Scenario

The United States Government and the FTC have begun cracking down on large monopolies, with Amazon being their next, prime target. In response to this, CEO Andy Jassy and Executive Chair Jeff Bezos have established an assembly composed of various employees, executives, and partners of the company to meet at the Amazon Headquarters in Seattle, Washington. The main goal for this assembly is to address the issues within the business framework that contribute to Amazon's dictatorship in the global marketplace. Delegates will need to work together to restructure the company as a whole, picking apart matters such as poor working conditions, Amazon's environmental impact, and their overall contribution to hype-consumerism. Will Amazon be able to reform its current unethical practices and come out as a more worker-conscious and sustainable company? Or will this committee recognize that a corporation with as much reach and influence as Amazon *needs* to be busted and dissolved?

5. Character Dossier

****Important Note:** Characters tagged with an asterisk* are original characters. I implore you to research their role in the company to further help you develop your character arcs.

Jennifer Bates - An Amazon worker located in Bessemer Alabama, Jennifer climbed up the food chain to become a learning ambassador. Jennifer was able to amass a union of 5,800 Amazon Employees, receiving nationwide attention from several prominent figures in the American government. Jennifer was briefly let go from Amazon, but was reinstated after public backlash.²⁶

Brian Ovslovsky - The Chief Financial Officer of Amazon, Brian joined Amazon in 2002 after his tenure at Fisher Investments as VP of Finance²⁷. A graduate of the Tepper School of Business at Carnegie Mellon University, Brian earns in the top 1% of all Amazon Employees, and determines investments of the highest level for Amazon²⁸.

Matilda Vine* - Matilda is a Distribution Factory Worker at Amazon. Loving service, Matilda switched around jobs in the retail and sales industry before pivoting to Amazon. Matilda has been working here for 1 year, and is excited to see what this committee means for her!

²⁶ Duffy, Clare. 2023. "Amazon Reinstates Alabama Warehouse Worker and Union Leader Weeks after Her Firing." CNN. CNN. June 15, 2023. <https://www.cnn.com/2023/06/15/tech/amazon-warehouse-alabama-jennifer-bates/index.html>.

²⁷ "LinkedIn." 2023. LinkedIn.com. 2023. <https://www.linkedin.com/in/brian-olsavsky-601ba1/>.

²⁸ "Amazon.com, Inc. - Officers and Directors - Person Details." 2020. Aboutamazon.com. 2020. <https://ir.aboutamazon.com/officers-and-directors/person-details/default.aspx?ItemId=759d328e-1f4c-489c-8fc8-ceb5122b9ffa>.

Justin Kan - The former co-founder of Justin.tv, Twitch, SocialCam, and Atrium, Justin sold Twitch to Amazon for 970 Million dollars in 2014²⁹, resulting in his ability to start a venture capital fund, known as GOAT capital. Justin enjoys investing in businesses and podcasts in his free time.

Preston Bezos - The Mysterious son of Jeff Bezos, not much is known about Preston. The 23-year old likes to stay out of the limelight, but one day, Preston may be responsible for the Amazon fortune, as he is the oldest child of the Bezos family. Being a young adult that's in touch with younger generations may allow him to better represent and advocate for customers in his demographic.

Sudhan Chitgopkar* - A freshman at Harvard University studying Computer Science, Sudhan received his Bachelors from the University of Georgia in Computer Science and International Affairs. During the summer, Sudhan interns at Amazon in their Seattle office as a Software Engineer.

Daniel Muleta* - Daniel is a Grocery Warehouse Associate at Amazon. New to the Seattle area, he took up the job to start a flow of income while working on applications for law school. Passionate about justice and public policy, he is quick to make note of any mistreatment in the workplace.

Aicha Evans - The Chief Executive Officer of Zoox, Aicha quickly climbed the ladder in the world of autonomous vehicles. Zoox was acquired by Amazon in June 2020, making it one of Amazon's first investments into this space. Evans has a continued role with Zoox, with the company operating as an independent subsidiary under Amazon.

Jamie Siminoff - The founder of Ring Home Security Systems, Jamie is best known for his entrepreneurial achievements with Ring. While Jamie did not secure an investment for the company on the popular show, Shark Tank, he was able to use the platform to gain popularity for his product. In 2018, Amazon acquired Ring for \$1 billion. Jamie is still active in Ring with his current position being the Chief Inventor.

Ozzie Vincent* - Ozzie is an Amazon Delivery Driver in the city of Seattle. Though he's ranked as one of the most efficient drivers in the area, his primary reason for becoming a delivery driver was to get his *own* packages to his house quicker. Nonetheless, his driving experience for the company has helped him memorize the layout of the entire city.

²⁹ Palmer, Annie. 2023. "Amazon's Twitch CEO Steps down Nearly 10 Years after Acquisition." CNBC. CNBC. March 16, 2023. <https://www.cnbc.com/2023/03/16/amazons-twitch-ceo-steps-down-nearly-ten-years-after-acquisition.html#:~:text=Amazon%20acquired%20Twitch%20for%20almost,livestreaming%20platform%20for%20video%20gamers..>

Ursula Mar* - Ursula is the proud founder of “Paws Delight” an established supplier of pet food on Amazon. A passionate entrepreneur, Ursula has carved a niche in the competitive online marketplace, selling the highest quality of food that caters to the specific dietary needs and taste of different pets. As an owner of two dogs, one cat, and one komodo dragon, Ursula loves sharing her pet stories on social media with her loyal and appreciative clientele.

Robyn Singh - The Director of Human Resources at Amazon, Robyn is entrenched with creating a productive work environment for Amazon employees. Robyn plays a crucial role within Amazon’s leadership ensuring that the company follows proper employee procedural policies. Employees throughout Amazon’s framework commend Robyn for her advocacy and aid in various company issues.

Sally Fouts - The Director of Climate Pledge, Sally is entrusted with working within the organization and outside of it to deliver initiatives to solve the current climate crisis. Sally joined Amazon in 2008 and brings 20 years of experience to Amazon. Passionate about sustainability in Corporate America, she is adamant and transparent about exposing the company’s climate contributions.

Ricardo Vasquez* - Ricardo is a native Californian who runs one of the largest fruit and vegetable farms in the state. He sells the majority of his produce to Amazon Fresh, the company’s online and physical grocery store. A seasoned agriculturist with years of experience cultivating land under his belt, Ricardo makes sure the quality of his harvests are to the highest of standards.

Sanvi Kakkar* - Sanvi is the Manager of an Amazon Seattle Warehouse. Discipline must be her middle name, as she runs a tight ship at her facility; employees must clock in and out at the exact time on their schedules and work overtime when called upon. In spite of these policies, the warehouse workers give her leadership skills high remarks. Some say it’s because she allows multiple breaks during shifts, and others rumor that it has to do with her allowing employees—and herself—to take a package or two for themselves.

Werner Vogels - Werner Vogels is the Chief Technology Officer of Amazon. Serving as the CTO, he is known for his pivotal role in the development and success of Amazon Web Services (AWS), one of the world’s leading cloud platforms. Beyond his technological prowess, Vogels is often noted for his ability to explain complex technological concepts to savvy and non-savvy tech audiences.

Maria Watts* - Maria is an Environmental Health Science Specialist for Amazon. She has worked on various environmental health crisis projects, such as toxic waste removal plans and initiatives to switch to more efficient energy in factories. Now that she's at Amazon, she works in the company's Workplace Health and Safety Department and conducts risk assessments related to jobs performed, providing risk mitigation measures when necessary.

Arthur Solvej* - Arthur is a Senior Marketing Director at Amazon. He is distinguished in his marketing skills—a strategic visionary with a keen understanding of the ever-evolving landscape of e-commerce. Additionally, he possesses a knack for leveraging data-driven insights to create impactful projects. If individual's wonder how Amazon's public image can still be so positive despite many controversies, they can thank Arthur and innovative and persuasive social media and commercial campaigns.

Kalea Akoni* - Kalea is an Entry-Level Software Engineer for Amazon. After Graduating as Valedictorian at the University of Georgia with a degree in Computer Science and Physics, she was offered a position in the company following an internship her senior year. Now based in Bellevue, Washington, Maria assists in designing new system components and creating technical solutions from a customers perspective to guarantee high quality solutions. One of her most noticeable skills is her ability to network and form relationships with others inside and outside of her company.

Calista Sydelle - Calista is an Amazon Affiliate and a popular creator on TikTok (calistaartist), most recognized for her art and home decor skills that she shows off on her page. Being an Amazon influencer with a storefront on the website, where she pins and shows off various products and home decor pieces similar to those in her own home. Whenever her content appears on one's for you page, there's a high probability that Amazon will gain a sale or two.