

# Efrem Fesaha

## Board Member Bio



**Boon Boona Coffee** - Since 2012, Boon Boona has been all about coffee and community. Our specialty grade coffee is ethically sourced from Africa exclusively, with a focus on supporting woman-owned growers. The incredible coffee we receive from Africa is roasted locally for the freshest and fastest turnaround, all while producing a high quality coffee experience. We are focused on providing a welcoming cafe that builds community, honoring and incorporating elements of traditional East African coffee ceremony, while fostering an inclusive, community space that serves as a place for gathering. We are proud to provide pop-up opportunities for artists, non-profits, and local small businesses.



Efrem Fesaha  
CEO & Founder

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Efrem Fesaha is a seasoned executive with a robust career spanning over a decade as a Chief Executive Officer and 14 years as a financial analyst. As the Founder and CEO of Boon Boona Coffee, Efrem has leveraged his extensive financial expertise to grow the company into a thriving business with four owner-operated cafes, ten branded cafes in corporate offices, over 70 grocery store locations, and a strong presence in e-commerce and wholesale.

Before establishing Boon Boona Coffee, Efrem made significant contributions to major Fortune 500 companies such as Holland America Cruise Line, Nordstrom, and Amazon. At Amazon, he developed financial models and advised on key financial decisions, managing \$300 million in inbound freight and identifying \$200 million in receivables opportunities. At Nordstrom, he oversaw budgets and financial forecasts for over 600 employees and \$45 million in labor expenses. His expertise also includes negotiating \$5-\$10 million renovations and managing substantial expenses in the cruise industry, particularly fuel and freight logistics.

Inspired by the vibrant café culture of Asmara during a transformative trip to Eritrea in 2011, Efrem returned to Seattle with a vision to enter the coffee industry. His entrepreneurial spirit and strategic acumen have since driven Boon Boona Coffee's success.

Efrem is dedicated to supporting organizations with a focus on environmental sustainability and social consciousness. His blend of executive leadership, financial expertise, and entrepreneurial drive positions him to contribute meaningfully to mission-driven, community-focused organizations. Efrem is eager to apply his skills and experience to furthering impactful, growth-oriented initiatives.

## CERTIFICATIONS

- B.A. Sociology, Washington State University 2004
- Minority Business Executive Program, Certificate, University of Washington 2019
- University of Washington, Ascend Program, Certificate 2019

## AWARDS

- U.S. Small Business Administration (SBA) Washington Small Business Person of the Year award for 2022
- U.S. Small Business Administration (SBA) Pacific Northwest Small Business Person of the Year award for 2022
- 2022 Urban League's Community Coalition
- 2023 Tabor 100, Community Service Crystal Eagle Award

## RECOGNITION

- Ranked as Imbibe's "75 Places to Watch"
- Featured in Time Magazine, Economist, Eater, and Puget Sound Business Journal - topics on Small Business Entrepreneurship and Coffee Industry Expertise