

**AGENDA ITEM EXECUTIVE SUMMARY**

Agenda Item number: IA

Title:

Presentation of a Recommendation from Mayor Rogina to Approve the Appointment of Colleen Wiese to the St. Charles Youth Commission.

Presenter:

Mayor Raymond P. Rogina

Meeting: City Council

Date: August 20, 2018

Proposed Cost: \$

Budgeted Amount: \$

Not Budgeted: ☐**Executive Summary** *(if not budgeted please explain):*

Request favorable consideration to approve the appointment of Colleen Wiese to the St. Charles Youth Commission.

Attachments *(please list):*

Resume, email

Recommendation/Suggested Action *(briefly explain):*

Presentation of a Recommendation from Mayor Rogina to Approve the Appointment of Colleen Wiese to the St. Charles Youth Commission.

From: Colleen Wiese
Sent: Friday, August 10, 2018 7:40 AM
To: Rogina, Raymond
Subject: Thank you

Good morning Ray,

I just wanted to send a note to thank you for your time yesterday morning. I really enjoyed getting to know you and am thrilled to know that we share a love of hating University of Michigan football.

I hope you came away with a better understanding of who I am and what inspires me. I'm interested in doing my part to help our kids across St. Charles, even through small, but meaningful ways.

If you have any other questions for me, please don't hesitate to reach out. Have a wonderful weekend.

Best,

Colleen

Experience:

- **Evite** **Chicago, IL**
- **Director of Sales** 06/18 – present
 - Developing new Midwest territory including Chicago, OH & AK focused on 1st party data solutions
- **What to Expect/Ziff Davis** **Chicago, IL**
- **Director, Strategic Partnerships** 11/16 – 05/18
 - Develop Midwest territory for newly formed WTE division focused on 1st party data solutions targeting pre-natal and new millennial moms. Mobile first approach specializing in personalized/custom content, media, lead gen, programmatic and integrated marketing solutions
 - Broke 6 new accounts yielding over \$1.5MIL in revenue
 - Territory growth (Chicago, OH, MN, STL) +13% in 2017. Hit Q1 2018 goal.
- **SessionM** **Chicago, IL**
- **Account Director** 07/15 – 06/16
 - Drive sales for SessionM's mobile engagement platform, a loyalty based approach that delivers personalized, targeted mobile experiences designed around customers and their preferences.
 - Leverage 1st party registration data, location-based targeting and purchase data solutions for Chicago, Texas and Colorado clients.
- **Rodale, Inc., Men's Health/MensHealth.com** **Chicago, IL**
- **Midwest Sales Director** 06/14 - 07/15
 - Drive sales of integrated marketing programs consisting of print, digital (display, mobile, video, social, native and content creation) and event sponsorships for the largest mens media brand in the world.
 - Exceeded digital revenue goals every year since 2011.
 - Doubled digital territory to \$1.3MIL.
 - Broke 7 new digital accounts from June 2014 – June 2015 yielding just over \$1MIL (+10 new print accounts)
 - Recent successful, best-in-class integrated programs include: MC/Leinenkugel, P&G, Kraft/Planters, GNC, Target
- **Rodale, Inc., Men's Health & Women's Health/MH.com & WHmag.com** **Chicago, IL**
- **Midwest Sales Director** 05/06 – 06/14
 - Awarded min's Integrated Salesperson of the Year 2011. WH Salesperson of the Year 2011. MH MVP 2011 and WH MVP 2007.
 - Surpassed territory print and digital revenue goals in '06, '07, '08, '10, '11, '13
 - Tripled WH total territory revenue during tenure, doubled MH territory revenue from 2010-2013
 - Effectively sell integrated marketing programs consisting of print, digital (display, mobile, video, social) and event sponsorships for the #1 Men's magazine in the world and the fastest growing Women's lifestyle brand
 - Successful, best-in-class integrated programs include: P&G, Target, Gatorade and Kellogg's

Extracurricular & Professional Organizations

- Chicago Interactive Marketing Association (CIMA)
- MIN Integrated Salesperson of the Year (2011)
- Community Organizer – "Save Lincoln Elementary", St. Charles, IL
- School Mental Health & Safety Task Force – D303, St. Charles, IL 04/18-present
- Fitness Athlete: Running, Shred, Soul, skydiving instructor (1996-2005)

Smarts:

Michigan State University
B.A. Advertising

East Lansing, MI