

 <p>CITY OF ST. CHARLES ILLINOIS • 1834</p>	AGENDA ITEM EXECUTIVE SUMMARY		Agenda Item number: IA
	Title:	Recommendation from Mayor Lora Vitek to approve the appointment of John Fitzgerald to the Plan Commission	
	Presenter:	Mayor Vitek	
Meeting: City Council		Date: January 16, 2024	
Proposed Cost: \$		Budgeted Amount: \$	Not Budgeted: <input type="checkbox"/>
TIF District: Choose an item.			
Executive Summary (if not budgeted, please explain):			
<p>Due to the resignation of Chris Studebacker, there is a vacancy on the Plan Commission. Mayor Vitek requests favorable consideration of appointment of John Fitzgerald to the Plan Commission with term ending April 30, 2026.</p>			
Attachments (please list):			
Resume			
Recommendation/Suggested Action (briefly explain):			
Recommendation from Mayor Lora Vitek to approve the appointment of John Fitzgerald to the Plan Commission.			

John F. Fitzgerald
St. Charles, Illinois

CAREER OBJECTIVE / SUMMARY

Innovative professional with domestic/international experience managing and leading dynamic, growth-oriented, organizations. Extensive experience in B2C and B2B marketing, sales, profit/loss, ecommerce, operations, and multi-channel distribution with existing and new target markets. Results oriented, decisive leader with a track-record of achieving measurable results across multiple industries. Recognized for developing long-term strategic plans, building effective teams, brand development, communications (internal/external/media/crisis), effectively managing profit/loss, defining and growing complementary ecommerce platforms and reducing costs. Key areas of expertise:

- Strategic Planning and Execution
- Talent and Team Development
- Sales Team Engagement
- Creating Innovation Pipeline
- Market Research / Voice of the Customer
- Six Sigma / Lean Process
- Brand and Product Management / Introduction
- Earned / Owned / Paid Social Media
- Programmatic Digital Advertising
- Communications – Internal/External/Media/Crisis
- Ecommerce / Amazon Growth
- New Client / Business Development

PROFESSIONAL EXPERIENCE

REALTOR® Association of the Fox Valley, Inc., St. Charles, IL **August 2022 – Current**
Member organization of 1,800+ realtors in the Chicago western suburbs, providing continuing educations and innovative business tools to membership.

Senior Director – Marketing & Communication

Lead marketing and communication strategist, responsible for the creation, deployment and tracking of all association content consumption levers. Actively manage member/association committees, events, websites, social media, video production and member communications, as well as building operations.

INTERNATIONAL BUSINESS COUNCIL, St. Charles, IL | Grand Rapids, MI **November 2021 – Current**
Alumni organization of the Student International Business Council (SIBC) - a privately endowed student-run organization at three colleges – University of Notre Dame, the University of San Diego and Benedictine College.

Executive Director

Responsible for developing strategic initiatives with the board of directors, implementing activities to support and grow the IBC and working with member schools on a variety of activities to complement in-class education, including: Alumni-to-Student Mentoring Program, Alumni-to-Alumni Mentoring Program and Student-led Projects.

- Developed and manage weekly podcast series – Continuum™ – to share guests’ insights to their career and leadership.
- Implemented monthly KPIs to measure membership, engagement and content viability.
- Actively managed student intern program to create and grow social media presence.

TREND NORTH, Geneva, IL **February 2018 – Current**
Consulting firm targeting small to mid-size manufacturing and service companies (\$5 - \$15M annual revenues), focused on customer experience and marketing development.

Advisor **March 2021 – Current**
Participate in client engagements focused on pricing and strategy. **February 2018 – November 2018**

Board Member **February 2018 – Current**
Member of five-person board of directors, providing counsel on strategic initiatives and compensation.

UNIVERSAL BEAUTY PRODUCTS, INC., Glendale Heights, IL **December 2018 – February 2021**
Privately held consumer products goods manufacturer with a portfolio of grooming, beard, hair and skin care brands, primarily to the ethnic beauty market. The Men’s Care brands are sold primarily through mass retail (Walmart, Target, Walgreens, CVS, Kroger, Albertsons) and ecommerce, as well as professional hair.

Senior Director Marketing – Men’s Care & Ethnic Hair Care | Sales Lead – Men’s Care

Direct responsibility for marketing, communications and business management of two distinct men’s grooming brands – Beard Guyz and Van Der Hagen. Instituted financial floors on pricing, profit targets and product development. Completely built highly effective team to identify and leverage brand opportunities. Added sales responsibility in September 2020. Managed staff of 10 professionals and outside agencies. Brand responsibility for ethnic hair products. Reported to the President.

- Led Beard Guyz rebranding to improve retail on-shelf presence and sales of #2 brand in beard care category.
- Repositioned the Van Der Hagen brand to men's grooming category from the shave category, leveraging continued category growth and diversify from the shrinking shave category.
- Conducted 5C Situation Assessment on both brands to identify strengths and weaknesses and define strategic initiatives.
- Created sales strategies for Mass, Food, Drug to identify new category opportunities and stabilize existing shelf presence.
- Grew ecommerce (Amazon, beardguyz.com and vanderhagen.com) revenue 130% and profit 58% YoY by internalizing ecommerce, creating integrated brand content and aggressively marketing product to targeted audiences, without impacting mass market.
- Member of team that developed company's first project management program, resulting in a defined process for all product improvement and development projects.
- Introduced stage gate process for innovation, resulting in rolling three-year product pipeline for both brands.
- Integrated syndicated (Nielsen and SPINS/IRI) and POS data to identify and drive geographic and SKU growth in select retailers, leading to a 4% revenue increase.
- Led external communications for company and all brands, including multi-cultural media relations.
- Created in-house social media team to efficiently integrate brand content in organic and paid platforms, resulting in >100% growth in engagement, clicks and click-thru-rates; restructured digital DSP advertising and search, delivering a 320% increase in impressions, a 52% decrease in spend and optimizing audience selection.
- Developed new brand websites using internal resources to focus on product benefits and maximize ecommerce.

PROMOVERSITY, LLC, Crystal Lake, IL

June 2016 – December 2017

A subsidiary of \$1.6 billion BNE. Intellectual property focused custom merchandise supplier and e-commerce business focusing on the higher education market. Utilize SaaS incorporating customer brand to maximize purchase experience.

Chief Operating Officer

Responsible for P&L and business operations – sales, telemarketing, customer service, accounting, marketing, on-site decoration and supplier management. Incorporated pricing changes to improve margins without compromising volume. Enhanced sales management processes to improve efficiencies with target segments. Developed digital marketing analytics to assist in decision making. Reported to the President.

- Brought on board to lead business integration of Promoversity to BNE, operations of company and organizational structure.
- Achieved 42% sales growth.
- Developed financial reporting to map to parent requirements, eliminating cost to migrate ERP systems.
- Incorporated lean manufacturing elements into decorating process and purchasing, reducing customer lead times by 15%, order frequency by 60% and freight cost by >60%.
- Created and implemented a go-to-market strategy using existing framework, redeploying responsibilities to focus on most profitable targets without compromising current customer base.
- Developed digital marketing metric reporting and analysis and implemented SEO based on analysis, increasing link building results >100%, while monitoring web analytics.
- Redefined and implemented Salesforce.com across entire sales team that resulted in an 18% increase in close rates, 14% increase in referrals and an 8% increase in customer quotes; incorporated dashboard with critical metrics.
- Developed sales operation process for new 400+ customer opportunity, streamlining communication and web development, resulting in improved onboarding and order processing.
- Identified top five categories of complementary supplier costs and developed strategy to lower costs 10% over 18 months without negatively affecting business.
- Reorganized account management structure to improve alignment of customer opportunities with employee strengths and incorporated a bonus structure based on account and territory growth.

THE CHICAGO FAUCET COMPANY (a Geberit company), Des Plaines, IL

October 2006 – June 2016

North American operating division of \$2.7 billion Swiss-based Geberit AG. Manufacturer of commercial and residential plumbing products faucets under the Chicago Faucets commercial brand and the Geberit residential brand, selling through distribution.

Vice President – Marketing (Promoted from Director – 12/09)

Responsible for identifying and evaluating new business opportunities, strategic business plans, product management, pricing and marketing communications of two distinct brands – Chicago Faucets and Geberit – to two distinct markets. Managed six professionals and outside agencies. Member of senior management team that stabilized unprofitable business leading to annual increased profit levels and exceeded forecast. Reported to the President.

- Created strategic plans for Chicago Faucets and Geberit brands, incorporating segments and product development initiatives.
- Led team in creation of residential wall-hung toilet segment, resulting in 30%+ compounded annual growth, further validated by traditional plumbing manufacturers – Kohler and Toto – entering segment.
- Managed \$4.2M B2B and DTC media plan – print, digital, social, TV and radio – identifying goals and measurement tools.
- Implemented SEO and SEM on brand websites, folding in Twitter, Pinterest and Snapchat, generating measurable results within three months and continual annualized 41% increase in organic traffic from targeted geographies.
- Developed pricing model to incorporate competitive market factors, internal costs and historical pricing, leading to a 22% average profit increase, year-over-year, from 2008 – 2015.
- Responsible for marketing, media and communications for both brands and three manufacturing facilities; developed a corporate standard operating procedure for plant managers to address problematic situations with media.
- Created a low gross margin quarterly review process to quickly identify under-performing products; developed plan to improve margin on remaining catalog, reducing SKUs by 24% annual average.
- Assumed ownership of product development and stage gate process, incorporating market inputs, improving time-to-market, resulting in three new product/product category introductions annually, comprising 20% of annual revenue.
- Initiated annual Chicago Faucets customer satisfaction study of four main customer segments – facility managers, architects / engineers, contractors and distributors/wholesalers – to benchmark results and develop annual goals.
- Designed and implemented database management process to facilitate the delivery of construction activity and market inquiries to sales representatives (internal and independent) using salesforce.com, improving the efficiency of information transfer, project focus while creating method to measure sales activity.
- Originated a Geberit visual display program, targeting top 300 bath showrooms in North America based on an internally developed scoring system, highlighting product benefits with a shared investment.
- Member of six-person international team focused on continual improvement of internal communications.

The following two positions were held while attending graduate school.

ELKAY MANUFACTURING, Oak Brook, IL

2005 – 2006

\$360 million, privately held manufacturer of sinks, faucets and drinking fountains/coolers.

Commercial Marketing/Program Implementation Residential and Commercial – Responsible for commercial products and developing programs to pull Elkay commercial offering through channels of distribution and maintain price leadership.

MOTOROLA, Arlington Heights, IL

2005

\$6.2 billion Network Group providing infrastructure to telecommunications industry.

Consultant – Project management of the engineering change request process, providing Verizon Communications cost savings and tracking in their phase two, fiber video network implementation.

SYSTEM SENSOR (a Honeywell division), St Charles, IL

2000 – 2005

\$300 million business-to-business worldwide manufacturer of commercial and residential fire system components, selling through original equipment manufacturers (Johnson Controls, Inc., Honeywell, Trane, Notifer) and distribution.

Vice President – Marketing/Marketing Services (Corporate Communications) – System Sensor

Director – Corporate Communications – Honeywell

Critical involvement in product development roadmaps / launches and customer / media relations. Responsible for brand position, market research, customer service, communications and marketing-related intellectual property for System Sensor's five distinct business units worldwide. Six Sigma Green Belt and Lean Certified, reported to the President. Managed a staff of 15 professionals.

- Member of a four-person Leadership Team responsible for the development of a product roadmap designed to increase revenues 92% in new business sector over two-year period and deliver a 6% increase in profit margins.
- Successfully presented the strategic value of retaining the System Sensor brand as a standalone brand within Honeywell; implemented corporate identity program mandating consistent usage of System Sensor name/logo.
- Created in-house graphics department, internalizing graphic development, resulting in ~\$900k net annual savings and improving production times.
- Company spokesperson for all proactive and reactive media relations for all company facilities – St. Charles, IL, Juarez, MX, Xi'An, CN and Moscow, RU.
- Developed working relationships with OEMs – Notifier and Johnson Controls, Inc. (JCI) – eliminating communication barriers and assisting in an overall 12% increase in profit margin, with specific focus on Europe.
- Designed database management process, capturing sales data and leveraging new opportunities on existing portfolio.

SAFETY-KLEEN CORP., Elgin, IL

1985 – 2000

\$1.6 billion business-to-business environmental services company, servicing over 400,000 customers and operating over 300 facilities throughout the United States, Canada, Europe and the Far East. Achieved 20% earnings growth for 20 consecutive years.

In successively more accountable management roles, responsible for market research, organization, execution of annual national sales meeting, worldwide incentive meeting, customer incentive programs, trade show program, motorsport (NASCAR, CART, and IRL) program and all communications (with the exception of investor relations). Managed a staff of 14 professionals. Reported to the Senior Vice President – Marketing.

Director – Marketing Services (1998 – 2000)

Manager – Advertising & Promotions (1993 – 1998)

Manager – Trade Shows & Special Events (1990 – 1993)

Trade Show Coordinator (1985 – 1990)

VOLUNTEER

MARMION ACADEMY – Sports Boosters, Aurora, IL

2017 – 2022

President

2019 – 2022

Board Member

2017 – 2018

- Grew business memberships 677% 2018-2020, focusing on local businesses and communicating member advantages.
- Increased total members 12% and individual membership revenue 22% during 2020-2021 school year in spite of remote school and severely limited sports schedules due to COVID-19.
- Successfully introduced new fundraiser in 2020 driven by student athletes, resulting in total profit to offset loss of concession revenue (COVID-19).

EDUCATION

Master of Business Administration

University of Notre Dame, Mendoza School of Business – Notre Dame, IN
cum laude

Bachelor of Business Administration - Marketing Concentration

College of St. Francis – Joliet, IL (now University of St. Francis)

Certificate Programs

Pricing: Strategy and Tactics

Booth School of Business, University of Chicago – Chicago, IL

Communications Strategy: Managing Communications for the Changing Marketplace

Kellogg Graduate School of Management, Northwestern University – Evanston, IL

Advanced Management Program

Northern Illinois University/Safety-Kleen Corp. – DeKalb, IL