

# MIKE J. WAID

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## SUMMARY OF QUALIFICATIONS

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Extensive business, governmental, management, and nonprofit experience in the realms of marketing, communications, public relations, publishing, entrepreneurship, economic development, and government relations. Demonstrated skills in consensus building, problem solving, and operational success. Highly engaged leader who brings executive level experience, strong marketing and communication skills, positive attitude, and extreme drive in all situations. Beyond-the-box creativity, entrepreneurial thinking, and collaboration within complex organizations and environments.

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## EMPLOYMENT HISTORY

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### **Douglas County Community Foundation, Lone Tree Colorado**

**August 2021 – Present**

#### ***Executive Director***

Douglas County Community Foundation, a 501(c)(3) nonprofit, is committed to responsibly managing philanthropic contributions, maintaining agile funds for emergencies, inspiring generosity, and providing support to local nonprofit organizations serving the needs within Douglas County.

- Day to day operations of foundation
- Strategic plan development and implementation
- Marketing & Social Media plan development and implementation
- Social media and traditional media management, reporting, and analysis
- Public relation and management of the foundation
- Media partnership management
- New donor acquisition and current donor relations
- Vendor management and relations
- Foundation committee management and organization
- Resource management of 25+ members of Board of Directors
- Partner and stakeholder engagement
- Fiscal oversight of foundation operations
- Advisory and consultancy services to various nonprofit organizations
- Organization and management of various donor funds
- Extensive multitasking of various simultaneous projects

### **Champion Bank, Parker Colorado**

**July 2020 – August 2021**

#### ***Business Development Officer***

Champion bank is the only locally owned community bank serving Parker Colorado. With almost two decades of operations and approximately \$90 million in assets, Champion Bank serves clients ranging from traditional personal and business banking to consumer lending, commercial lending, and mortgages.

- Focus expansion of banking services to potential new customers
- Streamline operational processes for account acquisition and management
- Standardize brand management of the bank
- Grow deposit base of the bank
- Grow loan base of the bank
- Represent Champion Bank as community liaison
- Assist EVP in marketing and promotion of the bank
- Market new services and opportunities of the bank
- Regulatory reporting and management

**Vehicle Vault, Parker Colorado****2018 – June 2020*****Director of Operations***

Vehicle Vault is the Denver area's premier automotive museum and event center. With a private collection of over 60 classic, custom, and exotic museum quality automobiles, Vehicle Vault serves museum visitors from around the country and hosts events ranging from small corporate meetings to large fundraisers and social gatherings.

- Direct and manage all aspects of museum and event center operations
- Establish and execute communications and messaging for museum and event center operations
- Implement new and unique programs for new visitor/guest acquisition
- Plan and implement direct marketing and promotional efforts
- Manage day to day operations of facility and staff
- Manage and collaborate with third party vendors ranging from social media to mechanics
- Strategic marketing and operational planning
- Manage the integrity of a multi-million-dollar automotive museum collection
- Work collaboratively with owner/CEO

**Mike Waid & Associates, Inc., Parker Colorado****2002 – 2018 (16 years)*****President/CEO***

Mike Waid & Associates, Inc. was a full-service marketing and advertising agency specializing in business to customer penetration and retention. Founded in 2002, our firm has had a positive impact on the marketing and promotion of local, regional, and national clients.

- Executive level management of staff and operations
- Extensive knowledge and experience in marketing, advertising, and public relations
- Multi-tasking expertise managing multiple clients and projects simultaneously
- Creative design of marketing campaigns and corporate identity programs
- Social media expertise within various sized organizations
- Responsible for year-over-year growth since inception of company
- Manage, motivate, and lead entire company staff
- Strategic planning and operational implementation of short, mid, and long-range plans
- Budgetary management and financial forecasting for corporate operations
- Extensive business development planning and management expertise
- Public speaking and teaching of marketing skills for entrepreneurs and business managers

**Waid Publishing, Parker Colorado****2003 – 2018 (15 years)*****Publisher***

Waid Publishing owned and produced four monthly article-based community magazines serving Parker, Castle Rock, Lone Tree and South Aurora Colorado. Over 90,000 physical magazines produced monthly in addition to email, website, and social media management.

- Extensive experience in the advertising and publishing process
- Management of a deadline-oriented environment
- Strategic planning and implementation of business and operational goals
- Community and business relationship, partnership, and sponsorship management
- Creative and graphic design of advertisements, articles, and publication layout
- Contract negotiations with advertising partners and vendors
- Extensive budget and financial planning and management in a dynamic environment
- Monitoring industry trends for media services including traditional and new media
- Responsible for publication growth from one to four monthly publications
- Extensive community market and demographic research experience

**Town of Parker, Parker Colorado**

**2012 – Nov 2020 (8 years)**

***Mayor***

The Town of Parker Colorado serves a citizen base of over 65,000 residents within the Town limits and over 120,000 within our metro area with an annual budget of over \$126 million. The elected role of Mayor serves as the leader of Town Council and represents the citizens and Town government locally, regionally, and nationally.

- Government relations with various jurisdictions including county, state, and federal levels
- Strategic planning and development ranging from individual departmental operations to municipal wide master planning and implementation
- Extensive knowledge of governmental process including land planning, budgeting, legal, and ordinances
- Citizen relations and engagement to include traditional and non-traditional outreach methods
- Legislative involvement at all levels of government (local, county, state, and federal)
- Active participation in the Metro Mayors' Caucus, representing over 40 metro Denver municipalities
- Primary economic development elected lead and liaison
- Extensive public speaking and engagement experience
- Public policy creation, management, and implementation
- Emergency management communications and management
- Primary media relations elected representative
- Consensus building among Town Council and department directors

**Town of Parker, Parker Colorado**

**2008 – 2012 (4 years)**

***Town Council Member***

As an elected member of the governing body for the Town of Parker Colorado, a councilmember represents the entire municipal base of residents and acts as the primary legislative body.

- Drafted, debated, and managed legislation for the Town of Parker
- Extensive knowledge of the municipal charter for Parker and neighboring jurisdictions
- One of six elected members responsible for the entire municipal budget process
- Strategic planning and development
- Experience with executive level management including the hiring/review process of the Town Administrator, Town Attorney, and Municipal Court Judge
- Served as economic development liaison
- Created Parker's first urban renewal districts
- Author of Parker's "Business in Transition" program, a first of its kind program in Colorado to assist local small businesses in reaching a point of positive business transition for employment growth
- Proactive management and mentoring of department level directors on policy positions

**Learning Information Technologies, Inc., Parker Colorado/Deland Florida**

**2000-2002**

***Vice President – Marketing & Technology***

Learning Information Technologies was a pioneer in the online education services space, developing one of the first fully functional online platforms for educational content syndication. Users included individuals, businesses, and educational institutions.

- Created and implemented company marketing plan and strategy
- Created and implemented company technology plan and strategy
- Designed and coded corporate educational content platform using Microsoft Active Server Pages (ASP)
- Grew online course participation to over 25 states
- Developed web-based and CD-based educational materials and courses
- Managed team of developers and subject matter experts
- Worked with partners from governmental, educational, and corporate agencies

**Evolving Systems, Inc., Englewood Colorado**

**1999-2001**

***Internet Marketing Manager***

Evolving Systems is a publicly traded telecommunications, wireless, and internet software development company. Based in Colorado, Evolving Systems has offices in the U.S.A., Europe and India. ESI produces proprietary software used throughout North America in both the wired and wireless segments.

- Managed and designed entire company website
- Development marketing strategies for new media (internet) and traditional media (print)
- Assisted other company departments with marketing positions and designs
- Worked closely with investor relations to maximize marketing efficacy to the investment community

**Fort Collins Coloradoan Newspaper, Fort Collins Colorado**

**1997-1999**

***Advertising Account Executive***

The Coloradoan Newspaper is the daily traditional print newspaper serving Fort Collins Colorado. The retail sales department is responsible for the sale, management and implementation of retail advertising clients supporting the financial success of the newspaper.

- New customer acquisition within a defined retail territory
- Three-time sales executive of the month
- Grew territory revenue by over \$1.5 million
- Managed over 35 advertising accounts

**EDUCATION**

**Bachelor’s Degree in Political Science, Minor in Economics, University of New Mexico**

**1996**

**SPECIFIC SKILLS AND EXPERIENCE**

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| <ul style="list-style-type: none"> <li>• Corporate, small business, nonprofit, and governmental marketing expertise</li> <li>• Extensive social media experience including Facebook, Instagram, LinkedIn, and Twitter</li> <li>• Extensive public speaking experience</li> <li>• Relationship building and collaboration</li> <li>• Government relations expertise</li> <li>• Public relations expertise</li> <li>• Interpersonal relationship development</li> <li>• Team building and motivation</li> <li>• Economic development</li> </ul> | <ul style="list-style-type: none"> <li>• Regulatory and compliance</li> <li>• Strategic planning</li> <li>• Creative thinking</li> <li>• Entrepreneurship</li> <li>• Microsoft Office Suite (Word, Excel, Access, Powerpoint, Outlook)</li> <li>• Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat)</li> <li>• Microsoft Active Server Pages (ASP)</li> <li>• HTML and web based content management systems (wordpress, wix)</li> </ul> |
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**COMMUNITY SERVICE – CURRENT AND PAST**

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| <ul style="list-style-type: none"> <li>• Shave the Mayor for Pediatric Cancer Research:<br/><i>Founder, Organizer and Shavee</i></li> <li>• Space EGGsploration Foundation:<br/><i>Chairman &amp; Co-founder</i></li> <li>• Debbie Jackson Memorial Foundation:<br/><i>Vice President</i></li> <li>• APEX Contemporary Dance Theater:<br/><i>Board Member</i></li> <li>• Parker Special Licensing Authority:<br/><i>Chair, Vice Chair, Board Member</i></li> </ul> | <ul style="list-style-type: none"> <li>• Cherry Creek Valley Rotary Club of Parker:<br/><i>Charter Member &amp; Past President</i></li> <li>• Parker Chamber of Commerce:<br/><i>Board Member</i></li> <li>• Double Angel Foundation:<br/><i>Annual Facilitator</i></li> <li>• St. Matthew’s Preschool:<br/><i>Board Member</i></li> <li>• Junior Achievement of Northern CO:<br/><i>Board Member</i></li> </ul> |
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