

MIKE J. WAID

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SUMMARY OF QUALIFICATIONS

Extensive experience and knowledge 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.

EMPLOYMENT HISTORY

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 for and 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
- Regulatory compliance
- Manage the integrity of a multi-million-dollar automotive museum collection
- Work collaboratively with owner/CEO
- Routine membership communications through electronic and traditional media
- Corporate branding

Mike Waid & Associates, Inc., Parker Colorado

2002 – 2018 (16 years)

President/CEO

Mike Waid & Associates, Inc. is 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 over clients nationwide.

- 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.
- Extensive contract negotiation skills.
- 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.
- Federal, state and local tax management and regulatory compliance.

Waid Publishing, Parker Colorado

2003 – 2018 (15 years)

Publisher

Waid Publishing owns and produces four monthly article based community magazines serving Parker, Castle Rock, Lone Tree and South Aurora Colorado. Over 90,000 physical magazines are 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.
- Manage, motivate and lead entire company staff.
- Creative and graphic design of advertisements, articles and publication layout.
- Contract negotiations with advertising partners.
- Contract negotiations with 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.
- Contract graphic design and management services to third party media companies.

Town of Parker, Parker Colorado

2012 – Nov 2020 (8 years)

Mayor

The Town of Parker Colorado serves a citizen base of over 50,000 residents within the Town limits and over 100,000 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 knowledge and hands on experience with urban renewal.
- 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.
- Monitor and analyze trends within the political, economic and social environments.

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.
- Responsible for the creation of internal policy and outward public policy.
- 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

- Corporate, small business and governmental marketing expertise.
 - Extensive social media experience including Facebook, Instagram and Twitter
 - Extensive public speaking experience
 - Relationship building and collaboration
 - Government relations expertise
 - Public relations expertise
 - Interpersonal relationship development
 - Team building and motivation
 - Economic development
 - Regulatory and compliance
 - Strategic planning
 - Creative thinking
 - Entrepreneurship
 - Microsoft Office Suite (Word, Excel, Access, Powerpoint, Outlook)
 - Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat)
 - Microsoft Active Server Pages (ASP)
 - HTML and web based content management systems (wordpress, wix)
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COMMUNITY SERVICE – CURRENT AND PAST

- Shave the Mayor for Pediatric Cancer Research:
Founder, Organizer and Shavee
- Space EGGsploration Foundation:
Chairman & Co-founder
- Debbie Jackson Memorial Foundation:
Vice President
- APEX Contemporary Dance Theater:
Board Member
- Parker Special Licensing Authority:
Chair, Vice Chair, Board Member
- Cherry Creek Valley Rotary Club of Parker:
Charter Member & Past President
- Parker Chamber of Commerce:
Board Member
- Double Angel Foundation:
Annual Facilitator
- St. Matthew's Preschool:
Board Member
- Junior Achievement of Northern CO:
Board Member