

City Council Vacancy Application: Submission #20

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Date of Application:

2024-11-19

Your Name:

Last Name

Ruehle

First Name

Dr. Chrissann

Middle Name

{Empty}

Address:

Number and Street

125 Bermuda Road

Apt. Number

{Empty}

City

Marco Island

State

FL

Zip

34145

Phone Numbers:

Home

{Empty}

Cell

239-259-4262

Business

{Empty}

Email Address
chrissann.ruehle@gmail.com

Organization
City Council
Background

How long have you been a resident on Marco Island?
5-10 Years

Are you a qualified elector of the City?
Yes

Have you previously served on the City Council for more than eight [8] years?
No

Have you ever been convicted or found guilty of a criminal offense (any level felony or first degree misdemeanor only)?
No

Would you (or any organizations with which you are affiliated) potentially benefit on a personal level from decisions or recommendations made by this board?

No

Do you currently hold public office?

No

Do you now serve, or have you ever served on a Collier County or City of Marco Island board or committee?

No

Qualifications

Please list your community activities and positions held (Example: Civic clubs, neighborhood associations, etc.):

Burrowing owls of Marco Island, volunteer

The Mullet Rapper newspaper, Everglades City, contributor on AI topics. Most recent article was "AI: Your Hurricane Helper".

Florida Gulf Coast University Institutes: Dendritic AI & Data Science Institute (Chair - Internal Stakeholders), Southwest Florida Leadership Institute (Instructor)

Regular speaker to professional organizations (Naples Discussion Group, International Men's Club of America - Naples Chapter, Rotary, Above Board Chamber Naples and Fort Myers chapters)

Regular news media interviewer on AI topics (WGCU, Southwest Florida TV stations, Gulf Shore Business).

Professional Organizations: Society for Information Management, Academy of Management, International Corporate Governance Society

Why do you want to serve on the City Council?

- I am excited to apply for a position on the City Council for Marco Island, driven by a deep passion for leveraging technology to enhance community resilience and sustainability. As a long-time admirer of Marco Island's unique charm and vibrant community, and a full-time resident since 2017, I am committed to ensuring its growth and prosperity while preserving the qualities that make it so special.

One of my primary goals is to help Marco Island embrace ethical and innovative technology solutions, with the vision of becoming a smart city. By strategically integrating technologies such as AI, IoT, and sustainable infrastructure, we can improve public services, enhance safety, and streamline city operations, all while ensuring that these advancements are implemented transparently and inclusively. I provided a training on the ethical use of AI technologies for the City of Cape Coral, and believe Marco Island could benefit from this expertise.

Hurricane recovery remains a pressing issue for our community. Leveraging my expertise in AI and data-driven solutions, I aim to support local businesses and residents as they rebuild and thrive after recent disasters. From optimizing resource allocation to developing tools that predict and mitigate risks, my focus is on fostering resilience and economic recovery through thoughtful, technology-driven strategies.

I also recognize the delicate balance between economic growth and community well-being, particularly regarding short-term rentals like Airbnb. My goal is to work collaboratively with both residents and rental operators to develop fair policies that address concerns such as noise, traffic, and housing availability, ensuring a harmonious coexistence that benefits all stakeholders.

With my background in technology, organizational behavior, strategic planning, and ethics, along with and a strong commitment to community engagement, I believe I can bring a fresh perspective and valuable

expertise to the City Council. Together, we can navigate challenges and create opportunities to make Marco Island a model for innovation, resilience, and community harmony.

What issues do you think should be addressed by the City Council?

- **1.) Ethical Use of Technology and Smart City Development**

Digital Infrastructure: Invest in smart utility systems to improve connectivity and efficiency.

Data Privacy and Security: Develop ethical guidelines for data collection and use, ensuring residents' privacy is protected.

Public Engagement Tools: Implement platforms like citizen apps or dashboards to increase transparency and enable residents to participate in decision-making.

Sustainable Practices: Integrate green technologies, like smart energy grids and eco-friendly transportation solutions, to reduce the city's carbon footprint.

- 2.) Hurricane Preparedness and Recovery**

AI-Powered Disaster Management: Use AI to improve predictive modeling for storms, resource allocation, and evacuation planning.

Infrastructure Resilience: Continue enhancing building codes and investing in flood prevention measures, like improved drainage systems.

Support for Local Businesses: Create programs to help businesses recover, focusing on technology adoption to improve resilience and efficiency.

Community Education: Offer workshops on using technology for disaster preparedness and recovery.

- 3.) Harmonizing Short-Term Rentals with Community Needs**

Fair Regulations: Create a balanced framework that allows short-term rental operations while addressing noise, safety, and zoning concerns.

Community Benefits: Explore policies like rental registration fees or tourist taxes to fund local infrastructure and services.

Resident Input: Establish forums for residents to voice concerns and provide input on regulations.

Enforcement Mechanisms: Use AI or smart surveillance tools to ensure compliance with short-term rental rules.

- 4.) Economic Growth and Workforce Development**

Support for Local Entrepreneurs: Encourage businesses to adopt AI and digital tools to improve operations, especially in the tourism and hospitality sectors.

Job Training Programs: Develop initiatives to upskill the local workforce, focusing on technology and sustainable practices.

Attracting New Investments: Promote Marco Island as a hub for sustainable tourism and innovation to attract eco-conscious visitors and investors.

- 5.) Environmental Sustainability**

Marine and Coastal Protection: Prioritize initiatives that protect local ecosystems, such as mangrove restoration and marine conservation.

Sustainable Tourism: Continue promoting eco-tourism and educating visitors on preserving the island's natural beauty.

Climate Adaptation Strategies: Address rising sea levels and climate change through long-term urban planning and community collaboration.

- 6.) Community Well-Being**

Affordable Housing Solutions: Address housing availability and affordability to meet the needs of both

residents and seasonal workers.

Health and Wellness: Continue investing in healthcare accessibility and mental health services, particularly for those affected by hurricanes and economic disruptions.

Cultural and Recreational Opportunities: Continue expanding access to cultural events, parks, and community spaces to foster a stronger sense of belonging.

Resume

[Dr. Chrissann Ruehle Resume - 11-19-2024.pdf](#)

Chrissann R. Ruehle, D.B.A., M.B.A., C.P.M.

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Professional Summary

Strategic planning and Artificial Intelligence (AI) ethics expert with extensive academic and industry experience, skilled in program and project management. Leads university-level AI strategy, policy development, education initiatives, and cross-functional task forces. Combines deep knowledge of organizational behavior, business strategy, change management, and AI governance to drive ethical AI adoption and implementation.

Leadership Skills

Communication, Strategic Planning and Thinking, Problem-Solving, Creativity, Collaboration, Attention to Detail, Adaptability, Change Management, Project Management, Teamwork

Technology Skills

Generative AI (ChatGPT4, Dall-E3, Claude, Microsoft Co-Pilot), Traditional AI (IBM Watson), Data Visualization (Tableau), Statistical analysis (SAS, SPSS, R). Learning management systems (Canvas, Sakai, Desire to Learn, Angel, and Blackboard WebCT), Virtual communication tools (WhatsApp, Zoom, MS Teams, Canvas Conferences). Social Media Marketing (LinkedIn, Facebook, X/Twitter, and Instagram). Customer Relationship Management programs (Salesforce, Sage Act!), and Microsoft suite programs (Office, Visio, and Project). Standard Textile's proprietary materials management software and hardware.

Work Experience

Chair, Internal Stakeholders, Dendritic AI and Data Science Institute, Florida Gulf Coast University (FGCU),
Fort Myers, FL

- Designed and led educational events to encourage faculty and staff to collaborate on AI and Data Science initiatives at the university.
- Designed a micro-credential/digital badge to certify faculty, staff, students, and other community leaders on the use of AI for digital marketing. Currently working with a software engineering faculty member to design a digital badge for prompt engineering which will be available to the community as well as FGCU faculty, students, and staff as an upskill offering.
- Designed and facilitated a two-hour workshop on AI use in municipalities for the City of Cape Coral, FL.

Provost Faculty Fellow for Artificial Intelligence, Florida Gulf Coast University (FGCU), Fort Myers, FL
July 2023 – July 2024 (one-year appointment)

- Designed the "AI for Everyone" initiative and led a cross-functional, 14-member AI Task Force at FGCU to develop an AI ethics policy and range of syllabus statements for AI use in the classroom, ensuring FERPA compliance while empowering faculty to balance academic freedom with academic integrity.
- Directed the AI Task Force in creating 7 Generative AI education workshops, attracting over 175 participants campus-wide to inform faculty and staff of AI applications, associated risks, and adoption ideas.
- Collaborated with FGCU's library staff and the Provost's office to organize and facilitate a symposium on Teaching, Learning & Researching with AI, featuring 14 presenters representing nearly all colleges, with participation from at least 62 faculty, staff, and students.
- Designed and delivered 14 keynote talks to over 1,000 executives, business professionals, retirees, and community leaders on AI developments and future initiatives, focusing on AI in hiring and selection, healthcare, self-driving vehicles, and golfing activities.

Management Instructor II, Management department, FGCU, Fort Myers, FL
August 2017 – Present

- Implemented a business strategy game simulation in a business strategy course and coached students, resulting in one team being recognized as the industry champion among 1,289 teams from 99 colleges/universities in summer 2023, and another team earning the industry champion designation in Spring 2024 among 5,023 teams from 249 colleges/universities.
- Organized the adoption of an AI Reading Coach as a pilot in 4 management classes, Business Strategy, and Global Organizational Behavior and Ethics. Expanded the adoption to include 4 business faculty representing 9 course sections, benefiting over 250 students during 3 semesters.

- Prepared for and took part in 36 media interviews on various AI topics with national, regional, and local TV stations and business publications, including Gulf Shore Business. These interviews had an earned value of \$128,170 with an audience reaching 159 million people, as reported by FGCU's media relations department.
- Researched and developed a discussion case study and instructor's manual, "Vectra Digital: Capturing Artificial Intelligence value after adoption," which was awarded "Best student-authored case study" at the North American Case Research Association annual meeting. The case study was embedded in FGCU management classes, an MBA class at USF, and an undergraduate technology and ethics course at Florida Polytechnic University, reaching a total of 410 students.
- Coordinated and facilitated 3 intensive Artificial Intelligence Practitioner certification courses in the IBM Skills Academy for 44 FGCU alumni, students, and business professionals, generating \$21,780 in revenue for FGCU.

Adjunct Faculty, Muma College of Business, Doctor of Business Administration (D.B.A.) program, University of South Florida (USF), Tampa, FL

January 2023 – March 2024

- Developed and facilitated a course in USF's D.B.A. program titled "AI-powered digital transformation: How can we prepare our workforce?" using personal AI research as the basis. The course was selected for the Spring 2023 and Spring 2024 semesters, with 33 DBA candidates participating, generating \$247,500 in tuition revenue.

Adjunct Faculty, People Development Institute, USF and Tampa General Hospital, Tampa, FL

July 2021 – March 2023

- Designed and facilitated 4 workforce development seminars titled "Introduction to the Ethics of Artificial Intelligence in Healthcare" for over 120 Tampa General Hospital (TGH) employees with high learner experience ratings.

Adjunct Instructor, Management department, University of Dayton, Dayton, OH

December 2016 – June 2017

- Recruited to design and facilitate an advanced International Business (IB) course, "Doing Business in Europe," for 25 IB major students, generating approximately \$146,000 in tuition revenue.

Assistant Professor, Management and Marketing department, Sinclair College, Dayton, OH

August 2013 – August 2017

- Collaborated with the Department Chair and Dean to design and deliver a new Associate of Applied Science degree in Business Management/Digital Marketing, along with 3 short-term certificates: Digital Marketing Communications, Digital Marketing Technologies, and Marketing Analytics.
- Recruited by the Associate Provost to design a Digital Marketing Plan and lead an 8-member cross-functional Digital Marketing Steering Committee to promote the Completion by Design Career Communities' programming as part of a \$40 million grant initiative from the Bill and Melinda Gates Foundation.
- Designed curriculum and served as course coordinator for 5 courses including International Business, Marketing Principles, Digital Marketing, Sales Fundamentals, and Advertising Principles.

Principal, Complete Business Strategies, LLC, West Chester, OH

March 2010 – August 2013

- Launched a management consulting business that provided strategic planning, process improvement, sales lead generation, organizational and leadership consulting services to small businesses in Greater Cincinnati.

Senior Management Consultant, Standard Textile Company, Cincinnati, OH

November 2000 – March 2010

- Managed healthcare client relationships and accounts, generating \$50 million in annual sales.
- Designed and implemented an innovative 4-phase supply chain program, focusing on logistics audits and materials management software. This initiative resulted in: • \$661,000 cost savings over 18 months • 8% benefit to the healthcare system's operating budget.
- Published 9 case studies documenting successful partnerships with healthcare system clients, highlighting:
 - Efficiency gains • Workflow improvements • Cost savings • Enhanced customer satisfaction.

Education

Doctor of Business Administration, University of South Florida, Tampa, FL, 2020

**Dissertation: Understanding the Complex Ethical Landscapes of Artificial Intelligence Adoptions*

Master of Business Administration, Indiana Wesleyan University, Cincinnati, OH, 2010

Bachelor of Science in Business, Marketing Major, Oxford, OH, 1994

Professional Certifications

Artificial Intelligence Practitioner, IBM Skills Academy, 2021, 2024

Enterprise Design Thinking – Team Essentials for AI, Co-Creator, and Practitioner, 2021

Hootsuite Certified Social Media Marketing Professional, 2016

Certified Project Manager, Xavier University Leadership Center, 2005