



# City of Marco Island

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## City Council Vacancy Application

29 Questions

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### Your Name

#### 1) Last Name \*

Christopher

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#### 2) First Name \*

Ricci

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#### 3) Middle Name

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### Address

#### 4) Number and Street \*

508 Tigertail Ct

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#### 5) Apt. Number

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**6) City \***

Marco Island

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**7) State \***

Florida

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**8) Zip \***

34145

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**Phone Numbers**

**9) Home**

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**10) Cell**

4088075124

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**11) Business**

3036696664

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**12) Email Address \***

chrisp.ricci@gmail.com

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### 13) Organization \*

City Council

Other

### Current Background

### 14) How long have you been a resident on Marco Island? \*

Less than 1 year

1-2 Years

3-4 Years

4-5 Years

5-10 Years

10-15 Years

More than 15 Years

### 15) Are you a qualified elector of the City? \*

Yes

No

**16) Have you previously served on the City Council for more than eight [8] years? \***

Yes

No

**17) Have you ever been convicted or found guilty of a criminal offense (any level felony or first degree misdemeanor only)? \***

Yes

No

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

Yes

No

**19) Do you currently hold public office? \***

Yes

No

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

Yes

No

## Current Qualifications

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

Community Activities 1. Marco Island: o Chairman, Beach and Coastal Resources Committee; o Member, Audit Committee 2. Civic Clubs: Commander, Marco Island Power and Sail Squadron, 2025 3. Neighborhood Associations: HOA Board Member of two separate HOAs 4. Volunteering: o Food Bank Volunteer – Meals of Hope o Habitat for Humanity Volunteer 5. Local Government & Advocacy: Elected member of Town Council, Braintree, MA 1990 6. Youth & Educational Involvement: o Youth Sports Coach – hockey, baseball o Taught at Massachusetts College of Art and Dayton University School of Law 7. Charity & Nonprofit Work: Mentorship Program Volunteer – taught math to underprivileged kids 8. Weekly column in Coastal Breeze

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### 22) Why do you want to serve on the City Council? \*

Serving on the City Council of Marco Island would give me the opportunity to help protect and strengthen the community I care deeply about while addressing the long-term challenges facing our island. Marco Island is a unique coastal community whose future depends on responsible leadership, environmental stewardship, and thoughtful planning. I want to serve because I believe I can bring practical solutions, strong advocacy, and a long-term vision to the decisions that will shape our city for generations to come. 1. Protecting Water Quality and the Coastal Environment Clean water is one of the most important issues facing Marco Island. Our waterways, beaches, estuaries, and coastal ecosystems are central to our economy, environment, and way of life. I have written publicly in the Coastal Breeze about the

importance of Advanced Wastewater Treatment (AWT) and the need for proactive investment in water quality infrastructure to protect our island and surrounding waters. As a council member, I would advocate for policies and investments that reduce pollution, improve water quality, address stormwater management, and protect our coastal ecosystems. Safeguarding our natural resources is essential not only for residents, but also for tourism, property values, marine life, and the long-term sustainability of Marco Island.

2. Supporting Responsible Growth and Smart Development Marco Island continues to grow and evolve, bringing both opportunities and challenges. I believe growth must be managed responsibly and strategically to preserve the character of our community while planning for future needs. This includes thoughtful zoning decisions, infrastructure planning, traffic management, and ensuring that development aligns with the long-term interests of residents. City leadership should balance economic growth with environmental responsibility and community preservation. I want to help ensure that Marco Island remains a desirable place to live, work, and visit without sacrificing the qualities that make it special.

3. Strengthening the Local Economy and Tourism Tourism is a vital part of Marco Island's economy and supports local businesses, jobs, and city services. I believe we can continue to support a thriving tourism economy while also ensuring that infrastructure, public spaces, and environmental resources are protected. As a council member, I would support policies that encourage sustainable tourism, strengthen local businesses, and maintain the welcoming atmosphere that residents and visitors value. Economic success and environmental stewardship should work together, not compete with one another.

4. Preparing for Hurricanes and Coastal Resilience As a coastal community, Marco Island must remain focused on hurricane preparedness, resiliency, and infrastructure protection. Storms, flooding, and sea-level rise present ongoing risks that require long-term planning and investment. I want to help strengthen the city's preparedness efforts by supporting resilient infrastructure, emergency response planning, stormwater improvements, and recovery strategies that help protect residents and businesses before and after major weather events.

5. Preserving Marco Island's Natural Character Marco Island's beaches, waterways, mangroves, and wildlife are among its greatest assets. Protecting these resources requires leadership that understands the importance of conservation and sustainability. As a council member, I would advocate for policies that preserve sensitive coastal habitats, reduce environmental impacts, and maintain the natural beauty that defines our island. Environmental stewardship is not only the right thing to do — it is essential to the future of Marco Island.

6. Addressing Infrastructure and Transportation Needs Marco Island has unique infrastructure challenges due to its geography and continued growth. Roads, bridges, utilities, drainage systems, and transportation planning all require careful attention and long-term investment. I want to help prioritize infrastructure improvements that improve safety, traffic flow, storm resiliency, and overall efficiency while planning responsibly for future demands on city services.

7. Building a Stronger Community Marco Island is home to full-time residents, seasonal residents, business owners, retirees, families, and visitors. Effective leadership requires listening to different perspectives, building consensus, and focusing on what is best for the community as a whole. I want to serve because I believe city government should be transparent, responsive, and forward-thinking. By working

collaboratively with residents and stakeholders, we can continue building a strong and unified community that reflects the values and priorities of the people who call Marco Island home. 8. Helping Shape Marco Island's Future The decisions made today will determine the future of Marco Island for decades to come. I want to help ensure that the city remains financially strong, environmentally responsible, and prepared for future challenges. Serving on the City Council would allow me to contribute to a long-term vision that protects our environment, strengthens infrastructure, supports economic vitality, and preserves the unique character of Marco Island for future generations. In short, I want to serve on the Marco Island City Council because I care deeply about the future of this community. I believe in responsible leadership, environmental stewardship, clean water initiatives, and thoughtful planning that will preserve and strengthen Marco Island for residents, businesses, and visitors alike.

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## **23) What issues do you think should be addressed by the City Council? \***

Marco Island is one of the most unique coastal communities in Florida. As the City continues to grow and evolve, the Council must focus on preserving the island's natural beauty and character while preparing responsibly for future challenges. The priorities facing the City today require practical leadership, environmental stewardship, fiscal responsibility, and long-term planning.

1. Water Quality, Environmental Protection, and Coastal Resilience Clean water must remain one of the City's highest priorities. Marco Island's waterways, beaches, canals, estuaries, and Gulf access are central to our economy, environment, property values, and quality of life. Protecting water quality requires proactive investment and regional coordination. The City should focus on:

- \* Supporting Advanced Wastewater Treatment (AWT) initiatives to improve water quality and reduce nutrient pollution
- \* Improving stormwater management infrastructure
- \* Reducing runoff and protecting canals, waterways, and surrounding estuaries
- \* Preserving mangroves, wetlands, and sensitive coastal habitats
- \* Continuing beach renourishment and dune restoration efforts
- \* Planning for sea-level rise, flooding, and long-term coastal resilience

Marco Island should strive to become the "green jewel" of Southwest Florida by leading on environmental stewardship and sustainable coastal management.

2. Responsible Growth and Smart Development Marco Island must continue to manage growth carefully and responsibly. Development decisions made today will shape the island for decades to come. The Council should focus on:

- \* Responsibly managing density and redevelopment
- \* Maintaining the unique character and scale of Marco Island
- \* Ensuring infrastructure keeps pace with development
- \* Protecting residential neighborhoods and community aesthetics
- \* Maintaining strong zoning and building standards
- \* Encouraging redevelopment that enhances, rather than diminishes, the community

Smart planning must balance economic vitality with preservation of the island's identity and long-term sustainability.

3. Infrastructure, Flooding, and Mobility As a coastal island community, infrastructure resilience is critical. Aging infrastructure, increased seasonal traffic, and flooding challenges require

long-term investment and strategic planning. The City should prioritize: \* Stormwater and drainage improvements \* Flood mitigation and resiliency projects \* Road maintenance and traffic flow improvements \* Enhancing pedestrian and bicycle connectivity \* Modernizing utilities and public infrastructure \* Smart planning to improve island infrastructure and public facilities Improving mobility while maintaining the island's character will be increasingly important as seasonal traffic and population pressures continue to grow.

4. Public Safety and Emergency Preparedness Marco Island must remain prepared for hurricanes, flooding, and other emergencies that impact coastal communities. Key priorities include: \* Strengthening hurricane preparedness and evacuation planning \* Supporting police, fire, and emergency medical services \* Investing in resilient public safety infrastructure \* Ensuring rapid emergency response capabilities \* Planning for disaster recovery and continuity of operations Public safety is fundamental to protecting residents, businesses, and visitors alike.

5. Protecting Beaches and Public Access Marco Island's beaches are among its greatest assets and must remain protected and accessible for future generations. The Council should focus on: \* Preserving and enhancing beach access \* Protecting beach ecology and dune systems \* Addressing erosion and long-term shoreline management \* Maintaining the beauty and cleanliness of public spaces \* Managing recreational use responsibly and fairly Protecting beaches is both an environmental and economic priority for the City.

6. Sustainability and Conservation Initiatives Marco Island has an opportunity to lead in sustainability and environmental innovation. The City should explore: \* Renewable energy and energy efficiency initiatives \* Expanded recycling and waste reduction programs \* Reducing single-use plastics and environmental waste \* Expanding open and green space throughout the City \* Beautification and landscaping initiatives that enhance the island's image \* Policies that promote conservation and long-term sustainability Environmental responsibility and economic vitality can and should work together.

7. Strengthening Community Life and Public Amenities Marco Island is home to full-time residents, seasonal residents, families, retirees, and visitors. Maintaining a strong sense of community and investing in public amenities remains essential. Priorities include: \* Maintaining and improving parks and recreational facilities \* Supporting cultural and community events \* Expanding outdoor and wellness opportunities \* Supporting high-quality healthcare and medical access \* Enhancing public spaces and gathering areas \* Encouraging community engagement and civic participation A strong community depends on quality public services, attractive amenities, and opportunities for residents to connect and engage.

8. Economic Strength and Fiscal Responsibility Tourism remains a major economic driver for Marco Island, but the City must also ensure long-term fiscal health and economic stability. The Council should focus on: \* Supporting local businesses and entrepreneurs \* Maintaining a strong tourism economy while protecting natural resources \* Encouraging year-round economic activity \* Managing city finances responsibly \* Prioritizing infrastructure investments that strengthen long-term economic health Economic growth must be sustainable, balanced, and aligned with the community's long-term interests.

9. Developing a Blue-Green Master Plan for Marco Island Marco Island should consider developing a comprehensive "Blue-Green Master Plan" that integrates environmental sustainability, infrastructure resilience, water management, mobility, beautification, and

public spaces into a unified long-term vision for the City. A Blue-Green Master Plan would:

- \* Integrate waterways, parks, wetlands, and green spaces into future planning
- \* Improve stormwater management and flood resilience
- \* Enhance biodiversity and environmental conservation
- \* Expand recreational and outdoor opportunities
- \* Improve aesthetics and public spaces
- \* Help create a more sustainable and resilient future for the island

This type of long-range planning would help preserve Marco Island's natural beauty while preparing the community for future environmental and infrastructure challenges. Looking Forward Marco Island's future depends on thoughtful leadership that balances environmental stewardship, responsible growth, economic vitality, and infrastructure resilience. By addressing these issues proactively, the City can preserve its unique character while building a sustainable and prosperous future for residents, businesses, and visitors alike.

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## **24) Resume**

Resume 2026 - Bus.pdf

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**CHRISTOPHER P. RICCI**  
408-807-5124 » [ChrisP.Ricci@gmail.com](mailto:ChrisP.Ricci@gmail.com)  
508 Tigertail Ct » Marco Island, FL 34145

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## Professional Experience

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### **Impel Advantage, Inc., Marco Island, FL — 2023–Present**

*Captive-based Insurance Provider*

#### **Founder & CEO**

- Built new type of insurance company with innovative go-to-market strategy to reduce commercial insurance premiums by up to 20% and help address hard insurance markets
- Raised venture capital to support the growth of the company
- Inventor on multiple patents to create barriers to entry in the marketplace

### **Strategic Consulting, Saratoga, CA 2017-2023**

Originate and execute strategic plans ranging from business planning and business development strategy, to raising venture capital. Recruit and build management teams for startups.

- Identified synergistic technologies and business models for clients and create strategy for partnering
- Drive build/buy/partner decisions
- Sourced new deals, negotiated and structured investments, and managed due diligence process
- Developed business plans for capital funding
- Engaged with finance partners to drive P&L and data analysis to make and execute strategic decisions
- Coordinated and drove the execution of the business plan for Global Accounts

#### **Exemplar assignments:**

##### **Astra Space Inc, Alameda, CA — Rocket**

- Partnered with executive leadership and the Board on strategic growth, capital markets, and enterprise risk management during rapid scaling.
- Led public company governance, SEC compliance, financing activities, and investor-facing matters supporting capital formation and growth.
- Negotiated and structured high-value commercial agreements balancing risk management with aggressive operational and revenue objectives.

##### **Sonatus Inc, Sunnyvale, CA — Network, Security, and Data Management Software for Automobiles**

- Led creation of a business development strategy, including structuring the sales team
- Drove Global Accounts team go-to-market strategy, planning, coverage and quota setting process
- Secured and negotiated a top-5 and top-10 OEM automotive deal
- Drove procedure changes resulting in ISO 26262 certification

##### **Pronto.AI (f/k/a Kache.AI) Inc, San Francisco, CA — Autonomous Technology Company**

- Led the development of strategic plan/framework for the organization
- Spearheaded partnering and strategic relationships across the deal lifecycle including identification of targets, financial modeling, pro forma financial statement development, business valuation, due diligence, negotiations, deal execution, and post-close integration/monitoring
- Sourced, diligenced, and recommended sources for venture capital that would result in \$40M raise
- Created JV with three of the five largest trucking fleets in China worth in excess of \$100M

##### **AutoConnect LLC, Newburyport, MA — Tier 1 Connected Car Company**

- Analyzed IoT/connected car opportunities
- Create strategic options relative to the company's financial situation
- Sold company within the agreed upon period of time for a higher value than the established goal
- Oversaw financial due diligence, valuation analysis, deal structuring and contract negotiations

##### **Wellington Management, Singapore — Investment firm with assets under management >US\$1T**

- Advised on investment opportunities in China automotive environment (EVs and autonomous)

### **Nio Inc., San Jose, CA — 2015–2017**

*Automotive OEM based in China*

**SVP, Government Affairs and GC** charged with clearing regulatory paths for new products and creating partnerships with municipalities for connected city initiative.

- Created partnership where NextEV would be vehicle for San Jose connected city project (IoT)
- Created financial models on various corporate finance and contractual matters, including complex modeling of capitalization structures, lease/buy/financing reviews of company assets

- In the case of equity investments, supported the active management of investments, monitored and reported on investment performance, as required
- Worked with Finance to design, manage and improve processes, governance, and communications
- Secured \$10M in state tax benefits, the second largest in the history of California

**Flextronics, San Jose, CA — 2011–2015**

*Second largest manufacturing services company worldwide; \$25B annual revenue*

**Vice President** recruited by EVP to create new product lines in automotive and financial services spaces.

Managed multimillion-dollar operating budgets, **reduced costs 38% while simultaneously increasing services. Raised operating profit 30%** through divestitures and increasing presence in high-growth markets.

- Partnered with venture capital firms to access early-stage companies: Opened up opportunities for greater-margin EMS business and provided access to larger companies resulting from acquisitions.
- Responsible for assessing and evaluating prospective venture capital investments, to include industry, business, financial and valuation analysis, and developing exit strategies for portfolio companies.
- Created new, high-margin financial service businesses using patented inventory financing.

**Avaya, Inc. Basking Ridge, NJ — 2007–2011**

*Formerly division of Lucent; \$5B in annual revenue and 11K employees*

**VP of New Product Development.** Relocated to Colorado division direct strategy, growth, and global expansion. Guided mergers, acquisitions, divestitures, strategic alliances, partnerships, spinoffs, and new market development. Led multicultural, multidisciplinary teams that created next-generation products.

- Transitioned stagnant SMB server software, appliances, and phone portfolio to \$550M revenue producer with 30% net margin (one of most profitable offerings of the company).
- Introduced culture that cut equipment returns 80% and field failures 50%; resulted in receiving JD Powers & Associates award for outstanding technology services and support in 2009.

**NCR Corporation Dayton, OH — 2002–2007**

*Global technology company serving financial, hospitality, retail, telecom, travel & public-sector businesses*

**Division President, Authentication Services** reporting to Corporate CEO. Directed R & D, Sales, Marketing, Finance, Strategy, and Human Resources of startup within 100-year-old company.

- Began with \$500K initial investment and built growth engine for business unit to \$10M.
- Produced triple-digit year-over-year sales increases with 40% operating profit. Closed deals with Johnson & Johnson, Toshiba, Phillips, U.S. federal agencies, and other high-profile customers.

**Mirror Image Internet, Inc., Woburn, MA — 2000–2002**

*Global content delivery network providing Internet infrastructure services; subsidiary of Xcelera, Inc.*

**COO of startup company,** Clearway Technologies, purchased by Mirror Image. Guided strategic planning and product development. Reestablished financial control and together with CEO, negotiated sale of company.

**Focus Enhancements, Inc., Wilmington, MA—1998–2000**

*High-growth firm that manufactured video conversion semiconductors; annual revenue ~\$25M*

**SVP of Business Development.** Secured top-tier accounts; i.e., Intel. Increased revenue 25%. Negotiated partnerships, acquisitions and reverse merger. Successfully defended company in SEC investigation.

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**Education & Professional Development**

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**Marco Island Power Squadron,** Commander (2024-Present) – Lead 501(c)(3) providing boating skills & safety education while supporting civic activities, like AED & CPR training, Meals of Hope, among others.

**Wharton Business School**—University of Pennsylvania, Philadelphia, PA—Executive / Mini MBA

**New England School of Law,** Boston, MA—Juris Doctor, cum laude

**University of Massachusetts, Amherst,** MA—Bachelor of Science, Electrical Engineering  
Minor in Applied Mathematics—Dual concentrations in Communication Systems & Controls Systems Design

**Massachusetts Institute of Technology,** Cambridge, MA— Electronic Imaging / Advanced Electronic Imaging, Color as Seen, Measured, and Reproduced / Imaging and Photographic Science / Medical Imaging

**Stanford University Graduate School of Business**—Executive Leadership Development

**Northeastern University,** Boston, MA, Certificate in Software Engineering