

**From:** [Marco Island FL](#)  
**To:** [Joan Taylor](#)  
**Subject:** Webform submission from: Online Advisory Board Application  
**Date:** Tuesday, January 28, 2025 7:33:56 PM

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Submitted on Tue, 01/28/2025 - 6:45 PM

Submitted by: Anonymous

Submitted values are:

**1**

## **Your Name:**

**Last Name**

Ricci

**First Name**

Chris

## **Address:**

**Number and Street**

508 Tigertail Ct

**City**

Marco Island

**State**

FL

**Zip**

34145

## **Phone Numbers:**

**Home**

303-669-6664

**Cell**

408-807-5124

**Business**

Impel Advantage, Inc.

**Email Address**

[chrisp.ricci@gmail.com](mailto:chrisp.ricci@gmail.com)

**Board or Committee**

Beach & Coastal Resources Advisory Committee

## Background

**How long have you lived on Marco Island?**

3-4 Years

**Are you a year-round resident?**

Yes

**Are you a qualified elector of the City?**

Yes

**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.):****Community Activities**

1. Civic Clubs: Commander, Marco Island Power and Sail Squadron
2. Neighborhood Associations: HOA Board Member of two separate HOAs
3. Volunteering:
  - o Food Bank Volunteer – Meals of Hope
  - o Habitat for Humanity Volunteer
4. Local Government & Advocacy: Elected member of Town Council Member, Braintree, MA 1990
5. Youth & Educational Involvement:
  - o Youth Sports Coach – hockey, baseball
  - o Taught classes at Massachusetts College of Art and Dayton School of Law
6. Charity & Nonprofit Work: Mentorship Program Volunteer – taught math to underprivileged kids

**Why do you want to serve on a committee?**

I want to serve on the Beach & Coastal Resources Advisory Committee because I am committed to

preserving and protecting Marco Island's beautiful beaches and coastal environment. Our beaches are not only a vital part of the island's identity but also crucial to the local economy, wildlife, and overall quality of life.

I believe in balancing sustainable development with environmental responsibility, ensuring that Marco Island remains a premier coastal destination for both residents and visitors. I am particularly interested in coastal resilience, working to address challenges like erosion, storm surge, and the long-term effects of climate change.

Additionally, I am passionate about wildlife conservation and ensuring that marine life, nesting turtles, and other coastal species continue to thrive. I recognize the importance of community engagement and would welcome the opportunity to contribute my time and perspective to initiatives that benefit both the environment and those who call Marco Island home.

Whether through policy recommendations, public education, or hands-on efforts, I am eager to be part of a team dedicated to protecting and enhancing our coastal resources for generations to come.

### **What issues do you think should be addressed by this committee?**

The Beach & Coastal Resources Advisory Committee on Marco Island should address several key issues to protect and enhance the island's coastal environment and resources. Some of the most pressing topics include:

#### **1. Beach Erosion & Sand Replenishment**

- Monitor and mitigate coastal erosion to ensure the long-term stability of the beaches.
- Advocate for regular sand replenishment projects and evaluate funding sources for maintenance.
- Work with environmental agencies to implement erosion control measures.

#### **2. Water Quality & Pollution Prevention**

- Address concerns related to red tide, algal blooms, and water pollution that impact marine life and public health.
- Promote and enforce stormwater management practices to prevent runoff contamination.
- Support initiatives that reduce marine debris.

#### **3. Marine & Wildlife Conservation**

- Enhance protection for sea turtle nesting areas by ensuring proper lighting regulations and beach cleanup efforts.
- Support conservation programs for shorebirds, manatees, and other marine life affected by coastal activity.
- Advocate for responsible boating and jet ski use to prevent harm to wildlife.

#### **4. Climate Resilience & Rising Sea Levels**

- Plan for the long-term impact of climate change and rising sea levels on Marco Island's beaches and infrastructure.
- Support research and adaptation strategies, such as living shorelines and dune restoration projects.

#### **5. Sustainable Beach & Coastal Development**

- Ensure that beachfront construction and development projects align with environmental best practices.
- Promote responsible tourism policies that balance visitor enjoyment with conservation efforts.
- Support policies that preserve public access to beaches while minimizing environmental impact.

#### **6. Public Education & Community Engagement**

- Increase awareness campaigns about beach preservation, wildlife protection, and responsible beach use.
- Engage with residents and businesses to encourage eco-friendly practices, such as reducing single-use plastics.
- Work with local schools and organizations to foster a culture of environmental stewardship.

#### **7. Emergency Preparedness & Post-Storm Recovery**

- Develop and improve storm response plans to minimize damage to beaches and coastal areas.
- Coordinate post-hurricane recovery efforts, including beach cleanup and dune restoration.

By addressing these issues, the committee can help ensure that Marco Island's beaches remain a pristine and resilient natural treasure for future generations.

**Resume**

[Resume 2024 - Bus.pdf](#)

The results of this submission may be viewed at:

[https://www.cityofmarcoisland.com/admin/structure/webform/manage/webform\\_1571/submission/2041](https://www.cityofmarcoisland.com/admin/structure/webform/manage/webform_1571/submission/2041)

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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:**

##### **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. Facilitated turnaround** by identifying inefficiencies and linking bonuses to KPI-based solutions strategy. **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.
- As a senior member of the investment team, played a key role in vetting opportunities across asset classes (public equities, hedge funds, real estate, fixed income).
- Responsible for assessing and evaluating prospective venture capital investments, to include industry, business, financial and valuation analysis, and developing exit strategies for portfolio companies.
- Worked with Ford, Toyota, and Hyundai to create a joint venture to develop new connected head unit
- Created new, high-margin financial service businesses using patented inventory financing.
- Designed and instituted a strategy to raise sales of Knowledge Services 300% (\$300M) over 2 years.

**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 as VP of Advanced Software Development to 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 (2023-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