

City Council Vacancy Application: Submission #18

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Date of Application:

{Empty}

Your Name: _____

Last Name

Leaser

First Name

David

Middle Name

{Empty}

Address: _____

Number and Street

741 Partridge Court

Apt. Number

{Empty}

City

Marco Island

State

FL

Zip

34145

Phone Numbers: _____

Home

{Empty}

Cell

310-621-2319

Business

{Empty}

Email Address

david.leaser@gmail.com

Organization

City Council

Background

How long have you been a resident on Marco Island?

4-5 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?

Yes

Qualifications

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

Beautification Advisory Committee: (2020-2024) Spearheaded initiatives to improve the quality of life on Marco Island, identify community needs and lead projects from concept through execution. Established a donor-driven tree planting initiative from concept to execution. Developed initiatives to improve existing programs and processes. Worked with City staff and departments to deliver programs on time and in budget. Leveraged partnerships with businesses and nonprofits to build consensus and maximize impact with fewer resources.

Media Escort, Ronald Reagan 1984 Presidential Campaign: Worked on Ronald Reagan's campaign as a media and press escort, helping the National Press Core navigate the President's campaign stops in California.

Teaching Volunteer: Volunteers as a teacher at a Marco Island homeschool group where we teach lifelong skills like problem-solving, critical thinking and collaboration.

Subject Matter Expert, US Departments of Labor and Department of Education: Serves as a subject matter expert on various subjects, including emerging trends and technologies such as alternative credentials.

U.K. Digital Badge Commission: Serves as a Commissioner for the Royal Society for the Arts (RSA) under Sir Chris Husbands. The Commission aims to build a new consensus around the development and deployment of digital credentials, transforming skills and qualifications to improve career opportunities for communities.

Industry Fellow, Northeastern University: Appointed as an Industry Fellow in the Center for the Future of Higher Education & Talent Strategy, College of Professional Studies at Northeastern University, a Tier 1 university.

Why do you want to serve on the City Council?

- I love Marco Island and this community, and I believe my strong leadership, thoughtful planning and ability to build consensus will contribute to making this community better. I believe my commitment to Marco Island— and my skills in strategic leadership, economic development and environmental stewardship will help address critical issues like water quality and navigate the dynamics of growth and community issues. My goal is to preserve the unique character of Marco Island while ensuring its long-term vitality and harmony for all residents.

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

- Based on Marco Island's current challenges—including water quality, growth and new initiatives—here are the issues with strategies to promote economic, environmental and social well-being:

ECONOMIC

Sustainable Tourism: The CC should promote initiatives which highlight Marco Island's unique natural

beauty, ensuring income generation without negatively impacting our residents or environment.

Balanced Regulation of Short-Term Rentals: The CC should create policies which balance homeowners' rights with community concerns, potentially offering incentives for responsible rental practices, such as noise-reduction technologies and guest education programs?.

Growth Management: The CC should establish a transparent framework for new development, prioritizing projects that enhance infrastructure and provide community benefits like community spaces and water management systems.

ENVIRONMENTAL

Canal Water Quality Improvements: The CC should pilot projects to restore our waterways, increase oxygen levels and reduce algae blooms. Collaborate with experts for ongoing water testing and pollutant source mitigation?.

Green Infrastructure: The CC should implement initiatives to enhance our biodiversity, reduce heat, and improve stormwater absorption. We should focus on species to maximize benefits and provide resilience to our weather events.

WELL-BEING

Community Engagement Forums: The CC should host new communication channels to create transparency for residents in ideas and decision-making about topics which involve our well-being. We must build trust and consensus around new initiatives.

Educational Outreach: The CC should create resources to educate citizens on issues like water conservation and sustainable practices to foster a sense of community involvement and commitment.

Inclusive Planning: The CC should ensure representation on city committees to reflect all stakeholders, including subject matter experts, homeowners and business owners.

Resume

[David Leaser Bio for CC.pdf](#)



"My experiences — whether leading groundbreaking programs at IBM, advising global leaders or serving Marco Island — have taught me one thing: Great communities are built through collaboration, innovation and action. As a City Council member, I will bring this dedication to ensure Marco Island thrives economically, supports its residents and preserves its beauty for generations to come."

EDUCATION

USC, ANNENBERG SCHOOL

- Master's Degree

PEPPERDINE UNIVERSITY

- Bachelor's Degree

CONTACT

☎ 310-621-2319

📍 david.leaser@gmail.com

🏠 741 Partridge Court

DAVID LEASER

PROFESSIONAL CAREER

David Leaser is an award-winning strategist, C-Suite consultant and program lead in Learning & Development and Human Capital Management. David has worked in the IT Industry for most of his professional career, but started his career at a local newspaper, which led to a role managing the Graphic Services Division at UCLA. David is a LinkedIn Top Voice TM.

- **Senior Executive, IBM:** (2020-2024) Developed multiple industry-leading innovations, strategic partnership programs and digital transformation programs, including IBM's client feedback program. Founder of the IBM Digital Badge program, the world's leading digital credential program. Led IBM's Smarter Workforce and Global Skills Initiatives. Core team member for acquisitions in excess of \$1 billion.
- **Vice President, MyInnerGenius:** (2024 -) MyInnerGenius is a Florida-based company which uses technology to reveal a person's hidden abilities and match them to careers they will love – creating opportunities for people to lead better lives with brighter futures.
- **Co-Founder, Digital Badge Academy:** (2024 -) Founded a global consulting agency to teach companies and higher education institutions how to develop world-class digital credentials programs.
- **Strategic Advisor, New Markets Venture Partners:** (2019 -) Advises an investment firm which scales transformative technology companies.

Relevance for City Council:

- **Strategic Leadership:** Proven track record leading industry-changing innovations and initiatives demonstrates vision, foresight and execution.
- **Economic Development Expertise:** Experience with venture capital and workforce-focused investments positions David to identify and foster local economic growth opportunities.
- **Community-Focused Solutions:** Aligning skills with career opportunities showcases an ability to connect resources with community needs.
- **Data-Driven Decision Making:** Designing client feedback programs and digital transformation strategies demonstrates David's skill using data insights to improve outcomes — essential for effective governance.
- **Operational Excellence:** Successfully leading large-scale programs and acquisitions exceeding \$1 billion reflects experience in managing complex, high-stakes initiatives.
- **Global and Local Perspectives:** Expertise in scalable, transformative solutions to deliver business outcomes for global and local communities.
- **Communication and Influence:** Recognized as a LinkedIn Top Voice TM highlights an ability to influence and inspire action.



DAVID LEASER

PUBLIC AND COMMUNITY SERVICE

- **Beautification Advisory Committee: (2020-2024)** Spearheaded initiatives to improve the quality of life on Marco Island, identify community needs and lead projects from concept through execution. Established a donor-driven tree planting initiative from concept to execution. Developed initiatives to improve existing programs and processes. Worked with City staff and departments to deliver programs on time and in budget. Leveraged partnerships with businesses and nonprofits to build consensus and maximize impact with fewer resources.
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Relevance for City Council:

- **Initiative and Execution:** Spearheading projects on Marco Island, showcases David's ability to identify community needs and deliver impactful programs from concept to execution.
- **Collaborative Problem-Solving:** Building partnerships with businesses, nonprofits and city staff shows David's ability to maximize resources and deliver programs on time and within budget.
- **Event Coordination and Logistics:** Managing logistics in a Presidential campaign demonstrates strong organizational and planning skills under high-pressure conditions.
- **Education and Skill Development:** Volunteer teaching emphasizes problem-solving, critical thinking and collaboration, aligning with community-focused initiatives for lifelong learning.
- **Expertise in Emerging Trends:** Advising government agencies on cutting-edge workforce development technologies, shows David's skill providing insights into future-ready initiatives.
- **Global Perspective:** Experience on the international commissions and serving as a university Industry Fellow reflects a global outlook and expertise in innovative solutions for skills development.
- **Consensus Building:** Proven ability to unite stakeholders around shared goals, as demonstrated in leadership roles across public, private and educational sectors.



DAVID LEASER

OTHER WORK AND AWARDS:

- **Photography:** David is a professional photographer who has won multiple international awards. His work has been featured in the *New York Times*, *Los Angeles Times*, *Architectural Digest* and *Sunset Magazine*. More than a dozen of his works are in the permanent collection at the Huntington Museum in Pasadena.
- **Authorship:** David has authored four books which are in the Library of Congress. His work has received critical acclaim and has been featured at the Museum of Photographic Arts in San Diego. David is the author of industry research for Wiley Books and others on a variety of business-related topics.

Relevance for City Council:

- **Creativity and Vision:** Photography showcases an ability to think creatively and present unique perspectives.
- **Thought Leadership:** Authorship demonstrates the ability to convey complex ideas clearly.
- **Attention to Detail:** Success in publishing highlights precision, focus and commitment to quality.
- **Strategic Storytelling:** Proven ability to craft compelling narratives, useful for engaging and inspiring constituents.
- **Recognition and Influence:** International awards and permanent museum collections underscore a reputation for excellence and the ability to lead impactful initiatives.

FAMILY LIFE:

- **Family:** David and his wife, Denise, are full-time residents on Marco Island. They have two daughters, one of which is married; the other is a teenager on the island. They have a history of rescuing and rehabilitating animals. During their time on the island, they cared in-house for David's elderly mother who suffered from late-stage dementia.
- **Farm Life:** David grew up on an Arabian horse farm surrounded by animals — and responsibilities. He was involved in the selection, breeding, showing and management of the horse farm. The horses won international championships.
- **Lifesaving:** As a young man, David spent his summers working as a lifeguard and a swimming instructor, teaching children as young as eight months old to swim.

Relevance for City Council:

- **Community Commitment:** Caring for elderly family members instills an understanding for senior-focused initiatives.
- **Leadership and Organization:** Managing the breeding and care of horses demonstrates planning and teamwork.
- **Safety and Crisis Management:** Lifeguarding reflects a commitment to public safety and action under pressure.
- **Strong Work Ethic:** Farm upbringing cultivates accountability, discipline and a results-driven mindset.