

# City Council Vacancy Application: Submission #27

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## Date of Application:

2024-11-22

Your Name:

### Last Name

Ricci

### First Name

Chris

### Middle Name

{Empty}

Address:

### Number and Street

508 Tigertail Ct

### Apt. Number

{Empty}

### City

Marco Island

### State

FL

### Zip

34145

Phone Numbers:

### Home

303-669-6664

### Cell

408-807-5124

### Business

800-607-0003

## Email Address

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

## Organization

City Council

Background

## How long have you been a resident on Marco Island?

3-4 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.):**

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 the City Council?**

- Serving on the City Council of Marco Island would offer me a unique opportunity to have a meaningful impact on a vibrant, growing community with its own set of challenges and opportunities. Here are several reasons why I want to serve on the Marco Island City Council:
  1. Contribute to Preserving the Island's Natural Beauty  
Marco Island is known for its stunning beaches, waterways, and unique coastal ecosystem. As a council member, I can play a key role in shaping policies that protect the island's natural resources, including its environment, wildlife, and water quality. Ensuring sustainable development and preserving green spaces and beaches is critical, as these are key to both the island's economy and its identity.
  2. Impact the Local Economy and Tourism  
Tourism is a major driver of Marco Island's economy. As a city council member, I can help ensure that the tourism industry continues to thrive in a sustainable manner while balancing the needs of the local residents. This includes addressing tourism infrastructure, promoting events, and maintaining a welcoming atmosphere, while also protecting the quality of life for residents. Policies regarding zoning, business development, and tourism regulations are areas where council members can have a direct influence.
  3. Ensure Smart Growth and Development  
Marco Island is a popular destination for retirees, vacationers, and second-home owners, and with this popularity comes the potential for rapid development. I believe that city council members have the responsibility to ensure that any growth is done thoughtfully and in a way that aligns with the long-term interests of the community. This includes balancing the need for affordable housing, managing traffic congestion, overseeing construction projects, and preserving the character of the island.
  4. Focus on Hurricane Preparedness and Resilience  
Florida, and especially coastal areas like Marco Island, is prone to hurricanes and extreme weather events. Serving on the council allows I to advocate for policies that enhance the island's preparedness and resilience. This includes investing in infrastructure, updating emergency response plans, and ensuring that the community has the resources it needs to recover quickly in the event of a disaster. Given Marco Island's vulnerability, this is a crucial aspect of leadership.
  5. Improve Public Safety and Quality of Life

As a council member, I can work to improve the quality of life for residents by addressing issues like public safety, healthcare access, and community services. This could involve funding for fire and police departments, addressing traffic safety concerns, supporting local schools, or enhancing recreational opportunities. Marco Island has a mix of residents, including families, retirees, and seasonal visitors, all of whom have different needs and priorities. A city council member plays a role in making sure those needs are met.

#### 6. Shape Policies on Conservation and Environmental Protection

Marco Island is home to delicate coastal ecosystems, such as mangroves and estuaries, which provide important wildlife habitats and protect the shoreline. As a council member, I could advocate for policies that help safeguard these ecosystems, address sea-level rise, reduce pollution, and promote environmental stewardship. Given the island's reliance on its natural resources for both quality of life and tourism, environmental conservation is a high priority.

#### 7. Create a Stronger, More Unified Community

Marco Island's diverse population, including full-time residents, seasonal residents, and visitors, presents unique opportunities for fostering unity and cooperation. As a council member I would have the chance to build consensus among different groups and advocate for community programs that bring people together, whether through recreational events, local businesses, or volunteer initiatives.

#### 8. Address Infrastructure and Transportation Needs

Marco Island has a limited land area and relies on its infrastructure to keep the community connected and functioning smoothly. Serving on the city council would allow me to help prioritize necessary infrastructure projects, such as road maintenance, transportation options, parking, and utilities. Improving traffic flow, expanding public transportation options, and enhancing pedestrian and bike-friendly infrastructure can make a significant difference in the quality of life for residents and visitors alike.

#### 9. Be Part of a Vision for Marco Island's Future

Marco Island has seen significant growth in recent years, and the community is constantly evolving. Serving on the council would allow me to help set the vision for the island's future, balancing growth with sustainability, preserving its unique character, and planning for the long-term health of the community. Whether it's through creating new parks, supporting local arts and culture, or enhancing the island's infrastructure, I can help shape the future of this beautiful place.

In short, serving on the City Council of Marco Island would allow me to have a direct influence on preserving and enhancing the quality of life for the people who live, work, and visit there. I can help safeguard the island's environment, promote responsible growth, advocate for the community, and ensure a sustainable, prosperous future for this unique island.

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

- With the overall goal of preserving the City's distinctive character and culture while transitioning into the future, the City Council of Marco Island faces a range of issues that require attention due to the unique needs of the island's residents, the environment, and the tourism-based economy. Here are several important issues that I would want to address:
  1. Environmental Protection and Resilience
    - Coastal Erosion: Marco Island's beaches are vital to its tourism economy and ecosystem, but they are increasingly vulnerable to coastal erosion and rising sea levels. The City Council should focus on sustainable beach renourishment programs, along with advocating for protective measures such as dune restoration and seawall fortifications.
    - Water Quality: Protecting the water quality of local waterways, including the Marco River and the surrounding Gulf waters, should be a priority. This could involve reducing nutrient pollution, addressing septic tank runoff, and improving stormwater management practices.
    - Natural Habitat Preservation: Marco Island is home to a range of coastal ecosystems, such as mangroves, wetlands, and wildlife habitats. The city could strengthen policies on land preservation and develop

programs that promote ecological balance while accommodating development.

## 2. Housing and Development

- **Smart Development:** While development is necessary to support a growing population, it's important for the council to balance growth with preservation of the island's charm. Maintaining proper zoning laws, ensuring high-quality infrastructure, and controlling the density of new developments will help preserve Marco Island's character while accommodating growth.

## 3. Tourism Management and Sustainability

- **Tourism Impact:** Marco Island's economy is heavily reliant on tourism, which can lead to issues such as overcrowding, infrastructure strain, and environmental degradation. The City Council could work on strategies to manage tourism sustainably, such as promoting off-season visits or introducing initiatives for eco-tourism.
- **Seasonal Workforce Needs:** Addressing the demand for seasonal workers in hospitality, construction, and other sectors is important. Policies could be implemented to support local workforce development and ensure that seasonal workers have access to affordable housing and transportation during peak seasons.

## 4. Infrastructure and Transportation

- **Flooding and Drainage:** Marco Island is prone to flooding due to its low-lying geography. The City Council should address improvements to stormwater management systems, the resilience of infrastructure to extreme weather events, and flood prevention strategies to ensure that the island can withstand increasingly severe storms and rising sea levels.
- **Traffic and Transportation:** The influx of seasonal residents and visitors puts a strain on local roads, particularly during peak tourist season. Improving transportation infrastructure—whether through road expansions, public transportation, or promoting biking and walking paths—could alleviate congestion and improve mobility.

## 5. Public Safety and Emergency Services

- **Hurricane Preparedness:** As a coastal community, Marco Island must be well-prepared for hurricanes and other natural disasters. The City Council should work on enhancing evacuation plans, bolstering emergency response capabilities, and ensuring that the local infrastructure is built to withstand storms.
- **Police and Fire Services:** With a growing population, maintaining adequate levels of police, fire, and medical services is crucial. Addressing potential staffing shortages or ensuring that emergency services are equipped for island-specific challenges should be part of ongoing planning.

## 6. Community Engagement and Quality of Life

- **Public Amenities and Recreation:** With a large retired population and a strong emphasis on quality of life, the City Council might focus on expanding recreational facilities, improving parks, and developing community programs for all age groups. Creating more spaces for public interaction—such as cultural events or community centers—would also improve the social fabric of the island.
- **Noise and Beach Access Regulation:** Addressing concerns regarding noise levels from beachfront developments, seasonal events, and recreational activities will help maintain the peaceful atmosphere for residents. Ensuring access to beaches for locals while managing overcrowding and potential conflicts with tourists would also be a priority.

## 7. Sustainability and Green Initiatives

- **Energy Efficiency and Renewable Resources:** As part of promoting a sustainable future, Marco Island could focus on renewable energy initiatives, such as solar panel programs for homes and businesses, or energy efficiency projects to lower the city's carbon footprint.
- **Waste Management:** With an influx of residents and visitors, waste management becomes a critical issue. Policies to encourage recycling, composting, and reducing single-use plastics could improve sustainability efforts on the island.

## 8. Economic Diversification

- **Diversifying the Local Economy:** While tourism is the primary economic driver, the City Council could work on diversifying the local economy through supporting small businesses, attracting new industries, or

encouraging year-round employment opportunities that don't rely solely on seasonal visitors. By addressing these issues proactively, Marco Island can continue to thrive as a beautiful and sustainable community while maintaining a high quality of life for its residents and visitors alike.

**Resume**

[Resume 2024 - Bus.pdf](#)

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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*

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**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*

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**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*

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**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.*

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**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*

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**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