

I am currently Company Trainer with a market research company that focuses on gathering data from financial institutions throughout the US. I train individuals at all levels of responsibility on software used in the data collection process. I am also responsible for training our sales team on current sales techniques and business development as well as, our marketing department on current promotional methodology. Additionally, I train customer service and communication skills, time management, and team building at all levels of the company.

Previously, I operated my own signage and graphics business for fifteen years. I designed and produced signs and graphics for all major metro Milwaukee area malls and area businesses. I also designed, produced and installed exterior signage for numerous businesses in southeastern Wisconsin. I was also called on as a visual and sign consultant.

I have an Associate degree in Marketing and a Bachelor of Science in Business Management. I started my career as a Visual Merchandise Manager with the JCPenney Company. Among my areas of responsibility was signage and graphics throughout the store. Maintaining visual continuity, especially with signage, was a very important aspect of my position.

I have also been an instructor in the Business Department at Waukesha County Technical College since 1991. Early on at WCTC, I taught Visual Merchandising, which included, among other topics, sign and graphic production. I possess a working knowledge of layout and design as well as lighting and technical visual concepts. In addition to several business and leadership classes I teach Retail Principles and Sales Promotion, both of which emphasize the importance of maintaining visual continuity within and between individual retail units and businesses.

This past year, I had the privilege to run for mayor of the city of Waukesha. Although I was unsuccessful, it was an extraordinary experience. I met some wonderful people and made many new friends. I am still very much interested in making a contribution to this city that has given me so much. My experience and expertise with signage, graphics coupled with extensive knowledge of business/retail will be a way I will be able to give something back to the city of Waukesha.

Thank you for this opportunity and for your consideration.

Mike Volpano