

Michael Payne
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November 19, 2021

Mayor Reilly & Members of the Common Council
City of Waukesha
201 Delafield Street
Waukesha, WI 53188

Mayor Reilly & Members of the City of Waukesha Common Council,

It is my honor to formally submit my application for appointment to the Waukesha City Council Aldermanic District #9.

As you may know, I have previously submitted paperwork to run for the Common Council in District #9 in the Spring 2022 election, and would welcome the opportunity to serve the residents in my District #9 over the next few months. My reason for pursuing the position stems from a deep belief in serving the community and a passion for local issues.

Throughout my career I have been a leader in many ways throughout the community, as well as in my role as a business professional. I have worked for R&R Insurance Services since 2012. During that time, I have established a large book of business by assisting clients in managing risk. I received a promotion in 2018 to VP of Commercial Sales, where I help lead our commercial division and manage a team of agents. As part of my role, R&R has grown at a historic pace over the past few years, and we are poised for future growth and expansion.

I believe strongly in the importance of serving and giving back to the community and have done so in a variety of ways. I am a strong supporter of the Bryon Riesch Paralysis Foundation and have helped the organization to raise thousands of dollars towards spinal cord research and support of recently paralyzed citizens. My family and I are also very involved at our church -- Ascension Lutheran Church, located in the City of Waukesha.

I have been an advocate for economic development throughout Waukesha County. I was part of the team that established the Waukesha County Center for Growth, in partnership with the Waukesha County Business Alliance. During that time, I served as the chair of the Economic Development Policy Committee, which vetted the concept, researched other entities and eventually gained consensus at the Alliance to proceed with the partnership. I currently serve on the Waukesha County Center for Growth Board of Directors and have done so since its founding.

I was appointed and served as a member of the City of Waukesha Plan Commission (2014-2018) as citizen member of the Joint Review board. I was also appointed and served as member of the Waukesha County Airport Operations Commission (2015-2017).

Currently, I am the Chair of the Policy Board for the Waukesha County Business Alliance, representing over 1,200 businesses in SE Wisconsin on matters of public policy, including Economic Development, Education, Infrastructure and Workforce Development.

My family and I are proud to call Waukesha home and optimistic about the future of this great city. We are passionate about all the city has to offer – from employment opportunities, to parks, schools, downtown and the future of economic growth. I would be honored to represent the residents of District #9 through appointment to this position.

I appreciate the opportunity to be considered and look forward to the opportunity.

Sincerely,

Michael Payne

Michael L. PAYNE

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EXPERIENCE

Vice President, Commercial Sales - R&R Insurance

(April 2018 - Present)

Responsible for recruiting, training and managing a commercial sales team. Assist in managing and leading the commercial division to ensure all revenue and retention targets are obtained. Participate in developing and executing aggressive growth strategy which has included nationwide expansion through program business.

Commercial Insurance Consultant - R&R Insurance

(June 2012 - June April 2018)

Produce new and retain existing commercial property and casualty business. Market R&R Insurance services to targeted industry groups. Assist clients and prospective clients by developing Property and Casualty insurance programs to protect the client's business. Listen for underdeveloped customer needs and then fulfill those needs with products and services offered by R&R and its partners.

Sales & Marketing Representative – Cambridge Major Laboratories

(March 2011 - June 2012)

Responsible for strategic global marketing initiatives including; sales process support (U.S. and Europe), brand management, messaging, digital marketing, lead generation and qualification, customer and lead nurturing, trade show strategy and execution. Identify key prospects/customers and develop marketing strategy to gain new business and grow existing accounts.

Corporate Sales Consultant – ExactTarget

(May 2010 – March 2011)

Responsible for developing new business relationships and providing ongoing consulting services to support companies' digital marketing goals. Developed and assisted with implementation of revenue-generating programs for customers through e-mail, SMS, social media and database marketing campaigns. Achieved 125% to goal for 2010 through solution-based selling model and an emphasis on generating a ROI.

Business Development Manager – Langham Logistics, Inc.

(January 2008 - May 2010)

Responsible for new business development and growing business among existing clients through cross selling a suite of services (Ocean, Air, Warehousing, Fulfillment). Achieved 118% of goal through new business generation and growing existing accounts. Worked with clients to accomplish their supply chain and logistics goals through a consultative approach with the goal of reducing overall costs and improving efficiency.

EDUCATION | CERTIFICATIONS | AWARDS

B.S. Marketing - Kelley School of Business, Indiana University (IUPUI)

Graduate Leadership Waukesha - Waukesha County Business Alliance

CRIS - Construction Risk Insurance Specialist

AINS - Associate in General Insurance

CPIA - Certified Professional Insurance Agent

Emerging Leaders of Waukesha County - Award Winner (2016)

ACTIVITIES & COMMUNITY SERVICE

Waukesha County Center for Growth - Board Member

Waukesha County Business Alliance - Policy Board Chair (2021 - Present)

Waukesha County Business Alliance - Economic Development Committee - Past Chair

WMC Small Business Committee - (2018-Present)

Joint Review Board - Citizen Member - Waukesha (2018 -2020)

Plan Commissioner for City of Waukesha - (2014 -2018)

Commissioner - Waukesha County Airport Operations Commission (2015-2017)

Volunteer - The First Tee

Volunteer - Bryon Riesch Paralysis Foundation

Volunteer – 2021 Ryder Cup

NCAA Division 1 College Athlete - Golf 2000-2004