

APPLICATION FOR APPOINTMENT TO BOARD or COMMISSION



Name: Wallesen Jr Gary J Date: 3/20/24
Last First Middle

Home Address: [REDACTED]

City/State/Zip: King City Or 97224

Is this address within the City? Yes I've lived in King City since: 2010

Telephone No.: _____
Home Work Cell/Mobile

E-Mail Address: [REDACTED]

Are you a registered Voter in the State of Oregon? Yes

Present Occupation: Sales

Which Committee(s) would you like to be appointed to?

**Dates of meetings are listed at the end of this application.
Please make sure those dates work with your schedule before you apply.**

- City Council*
- Budget Committee
- Planning Commission
- Other

Employment, professional, and volunteer background:

Current Employer - Monster Electrical LLC
I'm a retired Air Force Non-Commission officer (79 - 99)

Previous City appointments, offices or activities:

N/A

As additional background for the Mayor and City Council, please answer the following questions. Feel free to add additional pages.

1. What experience/training/qualifications do you have for this particular board or commission? You may attach a resume.

Resume attached.

2. What specific contribution do you hope to make?

I hope make a significant contribution by leveraging my skills, experiences, and knowledge to drive positive change and innovation for King City. Through dedication, collaboration, and creative problem-solving, I aim to make a lasting impact that improves lives, and fosters progress.

3. What community topics concern you that relate to this board or commission? Why do you want to become a member?

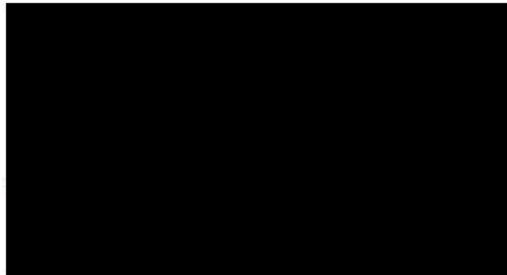
City Planning.

Becoming involved in my local government will give me an opportunity for personal and professional growth, providing me with leadership experience and skills development. I am very interested an opportunity to actively participate in decision-making processes that shape the future of our city. Up to this time in my life, I've been more focused on family and career. I think it's a good time for me to commit to civic engagement and contribute to my local community.

4. Describe your involvement in relevant community groups and activities. (Lack of previous involvement will not disqualify you from consideration.)

No community involvement

Signature: _____



Date: 3/20/2024

Meeting dates (all meeting dates are subject to change or additions)

- City Council* - meets the First and Third Wednesday of the month
- Budget Committee – meets in April-May to consider City budget for new fiscal year
- Planning Commission – Fourth Wednesday of the month

Please be advised members of the City Council, the Planning Commission are required to file an annual **Statement Of Economic Interest** with the State of Oregon. A sample reporting form is available from the City Recorders Office at 15300 SW 116th Ave, King City, OR 97224 indicating the type of information you will be required to disclose if you are appointed.

For office use only:

Date Received:
Date Considered:
Action by Council:
Term Expires:

Please return this form to:

City Recorder
15300 SW 116th Ave
King City, OR 97224
503-639-4082
503-639-3771(FAX)
rsmith@ci.king-city.or.us

*The Council members are elected at large by City voters and serve four-year terms. The process to select a candidate for the vacancy will be initiated at the time a vacancy exists in accordance with the King City Charter, Chapter IV, Section 17(1) and (2).

GARY J WALLESEN

SALES MANAGER

PROFILE

Dynamic and growth-focused management professional with expertise in sales, business development, and operational leadership. Exceptionally adept in crafting novel solutions that optimize processes, productivity, and profits. Engaging presenter, excellent communicator, and champion of client and stakeholder relationships. Distinguished US Air Force veteran.

AREAS OF EXPERTISE

- Sales Management / Revenue Generation
- Business Launch & Development
- Account / Territory Management
- Operations Analysis / Change Leadership
- Strategic Planning & Execution
- Consultative Selling / Relationship
- Multi-Channel Market Expansion
- Contract Development & Negotiations
- Peer Competitor Analysis & Research
- Cross-Functional Team Leadership

EDUCATION

Bachelor of Science in Workforce Education
Southern Illinois University - Carbondale, IL

MILITARY SERVICE

United States Air Force

- Master Sergeant Air Force Retired
- Aircraft Loadmaster
- Instructor; Tactical Certification

PROFESSIONAL EXPERIENCE

Sales Manger

Monster Electrical – Portland, OR.

2019-Present

Manager of Inside and Outside Sales group. Responsible for multiple locations and global sales. Created a new team while incorporating CRM into the sales process. Active management required for success. I set up all product and sales training in two Months with a focus on results. Created a group of Inside and Outside sales that increased customer profitability with internal synergy.

- Increased Sales every year from 2019 and increased 2023 Sales by 39% while maintaining and EBIDTA above 52%.
- Created a marketing plan for Monster Electrical which included weekly email campaigns as well as direct mailers to existing customer, this increased sales by always being visible when customer needs us.
- Recruited and developed staff to ensure Corporate demand is met.
- P & L responsibility, created marketing and personnel budge
- Experience with Medium Voltage 5kV Motor Controls parts and power fuses

General Manager / Brand Manager

Athletes Lounge / Velotech / Trisports.com – Portland, OR

2007 – 2019

Acquired and established business operations for the sport of Triathlon. Extensively overhauled and revitalized brand through multi-channel digital marketing strategies. Conceptualized, developed, and implemented marketing campaigns on social media and through email blasts. Leveraged passion for the sports retail market to enhance all aspects of business operations including revenues, financial management, procurement, purchasing, inventory, payroll and staff recruitment, training, and supervision.

- Catapulted profits from \$1.2M to \$2M within the first 2 years, expanding brand footprint globally with conversion rates at 14%+
- Led, developed, and mentored 14 cross-functional personnel.
- Crafted the Summer Training Race Series (2010), raising sport awareness, participation, and brand visibility. Hosted 3 events per year in Portland, OR, with 100+ participants per event for 5 consecutive years.
- Successfully completed the sales and transition of the Athletes Lounge to Velotech. Designed a new website for retail sales and social media handles.
- Expertly secured the acquisition of TriSports.com, with \$3M in yearly sales.
- Bought Portland Triathlon (event) and spearheaded logistics coordination for 6 years, averaging 1000+ participants for each September race. Designated as the largest triathlon of the Northwest. Provided oversight of 10 personnel and 200+ volunteers.

Audi Brand Specialist

2004 – 2006

Sunset Imports – Beaverton, OR

Propelled sales growth and revenue generation for the Audi brand, with consistent YOY growth and corporate recognition. Advanced sales initiatives for new and used vehicles, utilizing exemplary communications and relationship building skills to foster client trust, loyalty, and retention. Leveraged product knowledge and client relations management to regularly outperform target sales benchmarks.

- Top Ranked Sales Specialist for 3 consecutive years.
- Selected as the Western Region's Audi Elite Sales Professional for 2 years.

ADDITIONAL EXPERIENCE

Director of Strategic Planning, Source Electronics – Fremont, CA**Corporate Business Manager/Regional Sales Manager, Data I/O Corp. – Redmond, WA**