

Application Form

Profile

William

First Name

J

Middle
Initial

Keogh

Last Name

18556 Dayspring Place

Home Address

Venice

City

FL

State

34293

Postal Code

billkeogh@gmail.com

Email Address

Home: (941) 441-6595

Primary Phone

Alternate Phone

Please list three references (name only)

Jay Coblentz Tim Crothers Brent Crider

Except as otherwise provided, all board members must reside in the city as least six months prior to appointment. Residency must be maintained throughout the term of office. Failure to maintain consistent residency within the city will result in automatic termination of the board appointment. One nonresident may serve as a voting member on each board, provided that the person has owned real property in the city for at least one year prior to the date of appointment. Ownership must be maintained throughout the term of office and will be determined by reviewing the Sarasota County Property Appraiser's records. Youth members must be at least 14 years-old and in high school. Board members may serve on only one board, with the exception of ad hoc, task force, or special committees appointed by the city commission.

Yes No

Interests & Experiences

Which Boards would you like to apply for?

Planning & Zoning Advisory Board: Submitted

Are you currently serving on any other City Board/Committee? Board members may serve on only one board, with the exception of ad hoc, task force, or special committees appointed by the city commission.

Yes No

Were you ever removed from a City Board/Committee due to lack of attendance?

Yes No

Do you have any relatives currently serving on a City Board/Committee or relatives that are currently serving on the same City Board/Committee for which you are applying? Relatives as defined in F.S. Chapter 112.3135; grandparents; and grandchildren may not (i) concurrently serve on the same board; or (III) concurrently serve on the city commission and a board that hears quasi-judicial items.

Yes No

Educational Background:

University of Vermont, Business Administration

Are you retired?

Yes No

[Keogh Resume_RE.docx](#)

Upload a Resume

Please list any Civic organizations to which you belong.

Wellen Park Rotary Club

Why do you desire to serve on the above Board/Committee? Please list any relative experience, if applicable.

I am interested in helping North Port recruit and land businesses to come into our area. I am a resident of Wellen Park, and look forward to serving our citizens in increasing commercial growth. My career has focused on business development, creating partnerships, and providing what my clients want.

Question applies to Community Economic Development Advisory Board

Please indicate for which position you are applying. *

Real estate

\,

Demographics

Ethnicity *

Caucasian/Non-Hispanic

Gender *

Male

Acknowledgements

Please Agree with the Following Statement

I agree that if appointed, I will serve on the above board without compensation and at the pleasure of the City Commission.

I Agree

Please Agree with the Following Statement

I agree to abide by the Sunshine and Public Records Laws and attend all mandatory training sessions.

I Agree

Question applies to multiple boards

I understand that membership on this board requires an annual Statement of Financial Interest disclosure form to be filed on or before July 1st of each year.

Yes No

Please indicate if any information provided on this application is exempt under Florida Statutes Chapter 119.07.

No

William J. Keogh
18556 Dayspring PL
Venice, FL 34293
Phone: (941) 441-6595
Email: billkeogh@gmail.com

SUMMARY

A senior level, results-oriented professional with 30 years' experience in distribution sales and operations management, including direct P&L responsibility. Extensive experience in all facets of sales management, developing and implementing highly successful innovative methods for improving efficiencies. Strong leadership and communication skills. High energy, aggressive individual who gets things done.

EXPERIENCE

Coldwell Banker Sunstar Realty, Port Charlotte, FL **2021 to Present**

Licensed Real Estate Commercial Broker

Received my license in November 2021. Received extensive agency training from CCIM.

- Obtained Senior Real Estate Specialist designation for focus on Senior Downsizing
- Conducted downsizing seminars with other partners for lead generation
- Secured two listing agreements from seminars
- Partnered with homebuilders on marketing their projects.
- Ran open houses, conducted meetings with senior care partners, performed my own social media marketing, and created marketing database of over 4,000 contacts.

WM SCHULTZ CONSTRUCTION, Ballston Spa, NY **2018 to 2021**

Family-owned civil construction business specializing in road, bridges, and infrastructure projects in the Northeast.

Business Development Manager

Managed all sales and marketing initiatives for \$30 million dollar company. Developed effective working relationships with engineers, municipal officials, and industrial executives. Conducted sales presentations, attended conference meetings, managed digital marketing, collaborating with stakeholders to secure winning proposals on a regular basis.

- Achieved \$5 million dollars in new sales in first year.
- Brought in 15 new projects for proposals in 2020 during pandemic.
- Upgraded website, improved SEO, and managed company page on LinkedIn.

NORTRAX EQUIPMENT, Clifton Park, NY **2015 to 2018**

Owned and operated by John Deere, Construction and Forestry Division. Provide and support John Deere construction equipment to the construction and governmental markets in the State of NY

General Manager- Eastern and Northern NY

Responsible for all sales and operations for \$20 million-dollar dealership. Led 8 sales reps as well as 30 support staff in 3 locations. Major KPI's are market share, participation, and EBIT

- Achieved zero accidents and highest safety ratings with effective meetings and feedback.
- Implemented usage of CRM system (Handle) for documenting account coverage, contact database, opportunity tracking, sales pipeline, and transactional data.
- Planned and conducted various customer events, open houses, etc. to improve relationships
- Surpassed profit targets with consistent reviews of expense management and acting
- Overhauled the organization, recruiting and onboarding 15 high performers in 3 years
- Improved accountability culture with scorecards, meetings, and leading by example
- Results- drove market share up 4 full percentage points, EBIT % over company goal

TROY INDUSTRIAL SOLUTIONS, Watervliet, NY**2010 to 2015**

Family-owned maintenance support organization to manufacturing, commercial, and aggregate operations. Sales and service of products such as motors, belting, power transmission and drives.

Sales Manager- Eastern NY and New England

Responsible for revenue and gross profit generation for company. Responsible for 7 outside and 15 inside sales reps. Accountable for productivity and efficiency of reps, develop processes for leads and opportunities. Worked with product managers in developing strategic sales plans to grow business in both existing and new accounts.

- Implemented new CRM system of tracking quotes, orders, customer communications and pipeline management.
- Increased sales from \$15 million in 2010 to \$17.5 million in 2014 while improving gross margin a full percentage point
- Devised and implemented new Key Performance Indicators while modifying compensation program, conducted quarterly review meetings to review performance.
- Partnered with marketing firm to develop ad campaigns, email blasts, and customer events.
- Implemented sales training programs for team with Sandler Training, achieving certification in Sandler Foundations and Presidential Clubs
- Working with reps opened and developed dozens of high potential dormant accounts through effective prospecting techniques and relationship building

ADMAR SUPPLY COMPANY, Latham NY**2006 to 2010**

Large privately-owned construction equipment and supply operation. Provide equipment to commercial contractors and industrial accounts. Focus on rental, sales and service operations, also dealer for many specialized contractor items.

Branch Manager- Eastern NY

Full sales and operations responsibility for Eastern NY and Western Massachusetts markets. Manage 25 employees including 5 sales reps. Accountable for productivity and effectiveness of employees in driving customer service and gaining market share. Manage service and rental managers, developing and mentoring their managerial skills to promote bench strength within organization

- Totally revamped organization upon arrival, removing low performing members and replacing with motivated, top producing teammates who were on the team.
- Increased rental revenue 50%, profit by 200%, and return on assets by 35% in first full year. This was done by improving sales productivity, operational efficiencies, and communication among the different departments of the organization.
- Gained 120 new customer accounts in 2 years by leading the sales force in hunting new prospects, and using a sales process to secure business. Keeping them with high level of customer service, using customer feedback system to monitor our performance.
- Implemented new delivery dispatch system, conducted weekly sales meetings, and joined 3 construction organizations to improve networking strategies.

SKILLS

Fully computer literate in Windows, Word, Excel, Access, and PowerPoint. Excellent oral/written communication, interpersonal, and problem-solving skills with ability to maintain collaborative, team building relationships.

EDUCATION

University of Vermont, Bachelor of Science,
Major: Business Administration, specialty in Banking and Finance.

North Port, FL

Planning & Zoning Advisory Board

Board Roster

Frank J Baer

1st Term Jan 10, 2023 - Jan 10, 2027

Position Member

Marat Bagaev

1st Term Oct 22, 2024 - Oct 21, 2028

Position Member

Jose H. Irizarry

1st Term Feb 22, 2022 - Feb 22, 2026

Position Member

Phillip A Ludos

1st Term Jan 11, 2022 - Jan 11, 2026

Position Vice Chair

Michael T Patricoski

1st Term Sep 13, 2022 - Sep 13, 2026

Position Member

Linda J Waugh

1st Term Sep 13, 2022 - Sep 13, 2026

Position Chair

Vacancy

Position Member

□ **Vacancy**

Position Alternate II

□ **Vacancy**

Position Alternate I

North Port, FL

Planning & Zoning Advisory Board

Board Details

A quasi-judicial board.

Reviews and makes recommendations on land use actions and the City Comprehensive Plan.

Overview

□ **Size** 9 Seats

□ **Term Length** 4 Year

□ **Term Limit** 2

Contact

□ **Name** Micheal Bodmer

□ **Email** boardapplications@cityofnorthport.com

□ **Phone** (941) 429-7061

Additional

Membership Requirements

The board shall consist of seven regular members and two alternates. Requirement to file a Financial Disclosure Form annually with the Sarasota County Supervisor of Elections. (1) No member of the Planning and Zoning Advisory Board shall hold any elective office of or be employed by the City. (2) All board appointees shall have resided within the city for a period of one year. Residency must be maintained throughout the term of office. Failure to maintain permanent residency within the city shall result in automatic vacation of the board seat. (3) No more than two (2) members of the board, including alternate members, shall be of the same business, trade or profession. To the greatest extent possible, at least three (3) members shall have experience and expertise in planning, zoning, land use, and related topics.

Meetings

Meets the 1st and 3rd Thursdays of each month at 9:00 a.m.

Enacting Legislation

Ord. No. 97-5, Unified Land Development Code Chapter 1, Article III, Section 1-29 Planning and Zoning Advisory Board, and Florida Statutes Chapter 163

Enacting Resolution Website

n/a