

# FRED LEONARD

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## TOWN MANAGER

Elected **Chief Administrative and Fiscal Officer** with a 10-year record of leadership success as a key contributor impacting the operational, budgetary, staffing, and resource needs of a municipality. Consensus builder with planning, organizational, and negotiation strengths, as well as the ability to establish goals and lead teams to deliver results. Public administration qualifications complemented by business management experience in the private sector. MBA, Finance.

### Core Competencies:

- Management/Administration
  - Fiscal Management/Budgeting
  - Project/Program Management
  - Public/Private Sector Alliances
  - Economic Development
  - Staff Development/Empowerment
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## PUBLIC ADMINISTRATION EXPERIENCE

TOWN OF HOPEWELL, HOPEWELL, VA  
Selectman / Board Chair

2001-Present

**Administration** - Proactive executive providing strategic planning and leadership direction to diverse municipal departments as one of 3 elected board members governing the Town of Hopewell. As board member, direct multiple open town meetings, develop and oversee \$10 million budget and administer various projects. Experience includes chairing the Board of Selectmen for the past 3 years. Serve as a Police Commissioner.

**Human Resources** - Authority for recruitment, promotion and supervision of the Town Administrator 10 department heads with up to 214 full- and part-time staff, as well as Department of Public Works and Police Department. Personnel functions also encompass recruitment, contract negotiations, benefits administration, employee relations and policy development and implementation.

**Economic Development** - Support strong public/private partnership toward diversified growth and prosperity. Source and negotiate with businesses as well as secure agreements to retain and attract new businesses. Develop financial vehicles for public improvements.

**Regulatory Affairs** - Develop and manage relationships, as well as advocate for municipal affairs, with federal and state regulatory agencies, local business executives, congressional members and other legislators.

**Public Relations** - Instrumental in the enhancement of Town's image and building consensus with all boards. Active participant in numerous annual community events; act as spokesperson with the media.

### Achievements

- Turned around employee morale and productivity, instituted training and employee recognition programs and fostered interdepartmental cooperation, creating a positive work environment while restoring accountability and confidence in the administration. Municipality is recognized for having the "most responsive and best managed administrations statewide."
- Spearheaded several town revitalization projects, following failed attempts by prior boards:
  - \$2.9 million renovations to Town Hall, Senior Center and Council on Aging
  - \$5 million public safety complex
  - \$2.3 million public library project with state library grant offsets of \$200,000
  - \$15 million sewer project with over \$5 million secured in federal grant funding
- Personally negotiated Tax Incentive Financing (TIF) Agreements to retain and attract businesses.
- Effectively negotiated with local executives to relocate their companies back to the Town. Results led to construction of new manufacturing facility for 4 companies employing 550 people combined.

### BUSINESS MANAGEMENT EXPERIENCE

MONROE & COMPANY, New York, NY

1999-Present

District Manager 2003-Present / Account Manager 1999-2003

Promoted to develop business plan and manage \$23 million district that extends from the mid-Atlantic states to Florida. Supervise product manager and broker sales organizations.

Manage budgets, oversee and motivate the sales team, deliver sales presentations and provide training on sales strategies, product knowledge, marketing programs and administrative policies/procedures.

Develop and implement sales and marketing programs. Interface with executives of multimillion-dollar corporations. Manage \$3 million annual marketing/advertising budget, providing support to major customers.

#### Achievements

- Implemented successful sales/marketing programs that contributed to district growth and exceeded sales plan in 2000 despite declining trend in business volume and sales company-wide.
- Transitioned district from a direct sales force to a successful food broker network; efforts represent an entirely new direction for the company.
- Elected to the Monroe Leadership Club within first year of joining company and consistently rank among the top 10% in overall sales performance throughout company.
- Renegotiated marketing programs with major customers that increased sales and profits while achieving acceptable dollar spends.

#### EDUCATION

HOPEWELL COLLEGE, Hopewell, VA

Earned graduate and undergraduate degrees:

- MBA, Finance
- BS, Business Administration

Seminars: Virginia Municipal Association and Selectmen's Association

#### COMMUNITY AFFILIATIONS & LEADERSHIP

Selectmen's Association

Vice President, Hopewell Rotary Club

Chair, Conservation Commission