



**CITY OF FRUITA  
BOARDS AND COMMISSIONS  
MEMBERSHIP APPLICATION**

BOARD OR COMMISSION: Fruita Tourism Advisory Board

NAME: Hayden Janssen

MAILING ADDRESS: 1162 Windsor Park Dr.

|                    |               |           |              |
|--------------------|---------------|-----------|--------------|
|                    | City          | State     | Zip          |
| RESIDENCE ADDRESS: | <u>Fruita</u> | <u>CO</u> | <u>81521</u> |

|               |                     |            |
|---------------|---------------------|------------|
| PHONE NUMBER: | <u>406.437.4220</u> | <u>n/a</u> |
|               | Home                | Work       |

E-MAIL ADDRESS: haydenjanssen@gmail.com

How long have you been a resident of Fruita? 6 months

Occupation/Employer: Consultant/Self-Employed

List any volunteer and/or work experience:

Work: Chief Operating Officer ('18-'24)- Quire, LLC; Client Sales Manager/Sr. PM/Office Lead ('16-'18)- Weston Solutions, Inc.; Brownfields Coordinator ('14-'16)- State of MT; Reclamation Specialist ('11-'14)- State of MT  
Volunteer: ('24)- Riverside Education Center (Chipeta Elementary); Doylestown Comm. Garden ('22-'23); BLM RAC ('15-'17)- Central MT District

Are you presently serving on a board or commission? If so, which one(s)?

Yes. Fountain Greens Master Board HOA (Grand Junction)

Why do you want to be a member of this board or commission?

Having served in numerous leadership roles in both my personal and professional life and successfully scaled businesses, developed GTM strategies, developed future leaders, and drafted numerous successful grants, I feel that my skill-set can help to augment the already stellar Board through my drive, attention to detail, empathy, active listening, and ability to support the existing Vision of Fruita. Additionally, having been raised in a small town, I recognize and appreciate the values that help make a place not only great to visit but also great to live in and raise a family.

List any abilities, skills, or interests which are applicable to the board or commission for which you are applying.

Abilities/Skills: GTM Strategy; Data Analytics; Professional Author, Copy Writer, and Editor; Grant Writing; Project Management; Organizational and Operational Management; and Negotiation.  
Interests: Avid outdoors person; ultrarunner; cyclist; fly fisher; and promoter.

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Are you committed to attending meetings?  Yes  No

Are you committed to serving an entire term?  Yes  No

Please specify any activities which might create serious conflict of interest if you should be appointed to a particular board or commission. (If unsure, please call the City Manager's office at 858-3663)

N/A

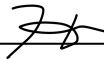
List any licenses, certificates or other specialized training applicable to the board or commission for which you are applying.

N/A

Additional information or references you believe may be helpful in considering your application.

Joe Willauer- Former Client and \$600k Grant Recipient (406.925.9622)  
Andrew Lettrich- Business Partner (406.471.0303)  
Jason Seyler- Former Co-worker at State of MT (406.461.9731)

Signature \_\_\_\_\_



Date 7 March 2024

All applicants are strongly encouraged to attend a regularly scheduled meeting of the board or commission for which they are applying. Frequent non-attendance may result in termination of the appointment.

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**ATTACHMENTS TO APPLICATION MUST BE LIMITED TO TWO PAGES**

Please feel free to submit a resume along with this application. Application and any attachments should be returned to the Fruita City Council c/o the City Clerk, 325 E. Aspen, Fruita, CO 81521. Although we have indicated the best time to apply for a particular board, we accept applications for any of the boards year-round. Thank you.

# Hayden Janssen

## ● Transformational Leadership Executive

(406) 437-4220 • [haydenjanssen@gmail.com](mailto:haydenjanssen@gmail.com)

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**Summary:** Astute Leader with a proven track record of scaling growth and operations to increase financial returns and improve margins. Knowledgeable Enterprise Level Software Executive with a keen sense for creating Go-to-Market opportunities; organized professional who prioritizes tasks and manages teams to proactively engage and execute to the highest level.

### Work Experience

- Chief Operating Officer, Quire, LLC, Doylestown, PA. November 2018-January 2024. Develop and execute strategic growth initiatives aimed at securing long-term ARR and capturing new logos; analyze business operations and implement efficiency improvements (successfully reduced Company margins by >15% and improved ARR by >500%); establish and meet company financial and platform growth goals (oversaw company revenue growth of >70% and company net growth of >130% in the first year); define and implement QA standards for the Operations team; author, negotiate, and execute all new Contracts and renewals (increased company logos by 350%); conduct all monthly Invoicing; develop and nurture Client relations with a key to understanding unique Client business objectives; facilitate the sales process/monitor the sales cycle; maintain CRM; empower Operations team members to pursue professional development; and, prioritize overall business needs. Successfully guided the company through an acquisition to a Private Equity firm.
- Client Sales Manager/Senior Project Manager/Office Lead, Weston Solutions, Inc., Helena, MT. March 2016-November 2018. Served as a Seller-Doer (annual sales exceeding \$1M); identified potential upsell opportunities with existing clients and secured prospects with new logos; served in a Project Manager role for the successful execution of dozens of annual projects, with budgets in excess of \$750k; coordinated all project schedules, project staff, subcontractors, and managed all project budgets and invoicing; served in a leadership role for local employees; scheduled all office logistical needs; drafted grant applications for clients with a 100% win rate; and, served as the PoC for corporate HQ.
- Petroleum Brownfields Coordinator, State of Montana - Department of Environmental Quality, Helena, MT. August 2014-March 2016. Coordinated with state and federal agencies to responsibly use taxpayer funds on assessment and remediation activities; authored state Petroleum Brownfields Eligibility requirements; worked with Montana Legislators to draft and pass legislation authorizing the state Brownfields program in state statute; determined Petroleum Brownfields site eligibility; collaborated with nonprofits, cities, and counties to access and use Brownfields funds; concurrently managed more than 24 remediation contracts; conducted public outreach, educating communities and interested groups on the Brownfields program; and, presented at the National Brownfields conference.
- Reclamation Specialist, State of Montana - Department of Environmental Quality -Abandoned Mine Lands Program, Helena, MT. May 2011-August 2014. Investigated abandoned coal mines; conducted extensive historical use and ownership research; developed and managed dozens of reclamation contracts; coordinated public meetings; drafted press releases; organized reclamation activities with stakeholders; acquired requisite federal, state, and local permits for reclamation; authored necessary reporting documents (e.g., Environmental Assessments, Categorical Exclusions, &c.); drafted grant proposals with a 100% win rate; received and tracked grant funding; and, served as acting Section Supervisor.

### Education

- The University of Montana, Master of Arts, Geography, 2010. Thesis Title: *Stewardship of West African Vodun: A Case Study of Ouidah, Benin.*
  - The University of Kansas, Bachelor of Arts, French, 2003.
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**Professional Skills**

- Leadership
  - Organization and Operational Management
  - Change Management
  - Project Management
  - Coordination
  - Writing/Editing
  - Grant Writing/Management
  - Research Analysis
  - Personnel Management
  - Mediation/Negotiation
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**International Experience**

- Quidah, Benin, West Africa: Developed, coordinated, and implemented a field research project, recorded positivist notations, and performed the hermeneutic analysis of data.
  - Wanoukopé, Togo, West Africa: Taught health and hygiene classes to primary- and secondary-level students; tutored secondary-level students in preparation for their baccalaureate exam; assisted local farmers in augmenting commercial networks.
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**Technical Proficiencies/Certifications**

- Publications: *UltraRunning* magazine (August and September 2015); *Trail Runner* magazine (August 2015); 5 articles in *New West* journal; 1 column for *Counterpunch*; co-authored “Natural Resource and Environmental Restoration in Montana”; and drafted Montana DEQ press releases.
  - Languages: French (fluent), Spanish (novice), German (novice).
  - Technical: Quire, Windows/Mac platforms, Microsoft Office, HubSpot, Salesforce, Client 360, Digital Softcopy, Microstation, WinPrism, Copper CRM, Photoshop, ArcGIS, ArcMap, Topofusion, eAMLIS, 10-key data, Microsoft Access.
  - Certifications: Wilderness CPR & First Aid (expired 2023) 24-Hour National Environmental Policy Act Procedures, 40-Hour OSHA 1910.120, HAZWOPER, 16-Hour CPR/First Aid (expired May 2020), Incident Command System – 100.
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**Personal Hobbies**

- Ultramarathon Runner
  - Guitarist
  - Gardener
  - Alpinist
  - Author
  - Reader
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**Volunteer Experience**

- Alternative Breaks Leader (1996)- Arcata, CA
- Alternative Breaks Leader (1997)- Elgin, AZ
- Montana Conservation Corps Leader (2011)- Great Falls, MT
- Bureau of Land Management- Resource Advisory Council Board Member (2015-2017)- Central Montana RAC
- Doylestown Borough Community Garden Steering Committee Member (2022-2023)- Doylestown, PA