

# Michelle Krickovic

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S. Renée Narloch  
President  
S. Renée Narloch & Associates

RE: City Manager – City of Madeira Beach

Dear Ms. Narloch,

I am writing to express my interest in the City Manager position for the City of Madeira Beach. While my most recent service has been in senior county leadership roles, my experience aligns closely with the operational complexity, public visibility, and community-centered governance required in a coastal municipality such as Madeira Beach.

As Director of the Pinellas County Construction Licensing Board and Deputy Director within Building and Development Review Services, I served as a senior executive responsible for regulatory compliance, risk management, and operational oversight affecting thousands of businesses and residents. I have guided cross-functional teams through organizational change, legacy system modernization, and post-storm recovery operations, while strengthening documentation standards, performance metrics, and public accountability.

Madeira Beach's size and service profile require a City Manager who can balance fiscal stewardship, operational stability, intergovernmental coordination, and clear communication with elected officials and residents. My leadership style is grounded in practical judgment, disciplined performance measurement, and the ability to translate policy direction into effective daily operations. I am particularly experienced in coastal storm response coordination, regulatory enforcement, public safety interfaces, and cross-department alignment in high-visibility environments.

I recognize that this role carries full executive responsibility. While I have most recently operated in senior deputy and director capacities, those roles required me to manage complex budgets, lead multidisciplinary teams, advise executive leadership on risk and policy posture, and serve as a stabilizing presence during high-conflict or high-impact events. I am confident in my ability to provide steady, accountable leadership in a community of Madeira Beach's scale.

I have attached my executive resume for your consideration and would welcome the opportunity to further discuss how my background may align with the City's needs.

Thank you for your time and consideration.

Sincerely,



Michelle Krickovic

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## EXECUTIVE SUMMARY

Senior executive with extensive leadership experience across government operations, regulatory oversight, and organizational transformation. Known for guiding cross-functional teams through complex change, including legacy system modernization, operational redesign, and post-disaster recovery. Brings strong judgment, a data-driven mindset, and the ability to translate complex operational realities into clear strategies that improve performance, strengthen compliance, and deliver measurable results for public organizations and the communities they serve.

## EXECUTIVE STRENGTHS

- Executive and deputy-level operational leadership
- Regulatory compliance, enforcement, and risk management
- Organizational transformation and operational stabilization
- Complex stakeholder management
- Workforce leadership, coaching, and performance accountability
- Data-informed decision making and executive reporting
- Intergovernmental coordination and regional collaboration
- Legislative and policy analysis

## SELECTED LEADERSHIP IMPACT

- Served as senior operational leader for countywide regulatory and compliance functions affecting more than 15,000 licensed contractors, providing executive-level support to appointed boards, elected officials, and county administration.
- Guided organizations through periods of significant change, including modernization of legacy systems, restructuring workflows, and recovery operations following major storm events.
- Built performance visibility for executive leadership through meaningful metrics related to workload, turnaround time, compliance outcomes, and staffing capacity.
- Strengthened legal defensibility and public trust by improving documentation standards, enforcement consistency, and coordination with legal counsel and quasi-judicial bodies.
- Acted as a stabilizing presence during high-conflict and high-visibility events, providing clear analysis, options, and recommended paths forward.
- Drove enterprise modernization across regulatory systems, internal knowledge platforms, and workflow redesign to improve transparency, accountability, and institutional continuity.

## PROFESSIONAL EXPERIENCE – PINELLAS COUNTY GOVERNMENT

**Director, Contractor Licensing Department / Pinellas County Construction Licensing Board –**  
Pinellas County, FL, 2021–2025 (Served until December 2025)

Senior executive responsible for countywide regulatory compliance and enforcement operations under state and local construction licensing law. As Director of the PCCLB, advised executive leadership on policy, enforcement posture, and organizational risk. Oversaw investigative functions with statutory authority to pursue violations related to unlicensed activity, fraud, and noncompliance.

Partnered closely with the County Attorney's Office, county administration, building officials, and municipal leadership to resolve complex compliance matters and support coordinated responses during post-storm recovery efforts. Led modernization initiatives that improved transparency, reduced processing times, and strengthened operational credibility.

**Deputy Director, Building & Development Review Services – Pinellas County, FL, 2021–2025**

Second-in-command for a large, multi-disciplinary division responsible for building permitting, inspections, land development, code enforcement, and short-term rental oversight. Supported executive leadership in managing budgets exceeding \$15 million and a workforce of more than 100 employees while improving service continuity during peak demand and transitions.

Provided steady operational leadership during periods of high demand and organizational change. Led cross-department coordination to improve service consistency, strengthen internal communication, and maintain continuity during system and policy transitions. Frequently served as a bridge between executive leadership and frontline operations.

**Deputy Director, Contractor Licensing Department - Pinellas County, FL, 2019–2021**

Appointed successor to the Director, with responsibility for daily operations, staff leadership, and modernization initiatives. Led early transformation of licensing and enforcement workflows, improving coordination between licensing specialists and investigators and strengthening documentation and decision support prior to implementation of a new enterprise system.

Developed executive reporting tools to provide leadership with clear visibility into workload, compliance trends, and enforcement outcomes.

## TECHNICAL & ANALYTICAL CAPABILITIES

Proven ability to design, build, and deploy enterprise systems, dashboards, and workflows, defining clear KPIs to inform decision-making, measure performance, support compliance, and ensure accountability.

## CERTIFICATIONS & TRAINING

- PROSCI Organizational Change Management Certification
- Lean Six Sigma – Villanova University
- FEMA ICS/NIMS Certified (100, 700)
- CJIS Security & Privacy Training
- Dale Carnegie: Effective Communications & Human Relations