

Executive Search Services For the Position of City Manager

Prepared for City of Novi

RFP City Manager

Presented by Amy Cell, LLC

November 14, 2022



Tia Gronlund-Fox, Director of Human Resources
City of Novi
45175 Ten Mile Road
Novi, MI 48375

Dear Ms. Gronlund-Fox,

Thank you for the opportunity to submit this proposal to assist the City of Novi in its search for a new City Manager.

As you look through this proposal, you will find that we bring extensive experience with executive searches in the public and private sectors and we are committed to providing you exceptional service and sharing with you our passion for Michigan communities. My hope is that upon review you will find us to be an excellent fit for this engagement.

We believe that we are the right partner for the City of Novi due to the following attributes which we will detail in the attached proposal:

- ***Passion for community service*** - Our team has worked for government, economic development and community development organizations. We are passionate about supporting Michigan's communities!
- ***Local knowledge makes for better marketing*** - We get to know the communities we are working with, through research and one on one meetings. We will then create a "Community Profile" that we share widely to attract candidates. We are excited to share a draft Community Profile we created for the City Manager at the end of this proposal.
- ***Consensus builders*** - We will interview City Council members and staff to align the Council on the ideal candidate profile.
- ***Top notch candidates*** - Our combination of strategic marketing and targeted outreach results in a robust pool of qualified and motivated candidates. We then winnow the pool down to a short list of candidates through a thorough vetting of the candidates' background and accomplishments.
- ***Customized approach*** - Each of our executive search engagements is unique. We focus on the key experiences, leadership style, and managerial competencies desired by the group of stakeholders that we interview. We create a tailored profile, service offering and communication approach that fits with your needs. Our extensive experience with planning and project management and transparent communication style will help the Council through the experience as smoothly as possible.
- ***Our team*** - We have a team of 23 highly qualified and diverse recruiters and HR experts, with all but one based in Michigan.

Since our inception in 2015, we have supported hundreds of employers, communities, and job seekers with customized HR and recruiting services. Our team of seasoned professionals brings expertise and knowledge in the areas of municipal recruiting, human resources, economic development, project management, and marketing. We would be honored to work with the City of Novi on this important endeavor.

Please feel free to contact me with any questions. Thank you very much for the opportunity to share our interest in this engagement.

Best regards,

A handwritten signature in blue ink that reads "Amy Cell". The signature is fluid and cursive, with the first name "Amy" and the last name "Cell" clearly distinguishable.

Amy Cell

President

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A. Qualifications

Type of Business

Amy Cell, LLC of 215 W. Michigan Avenue, Ypsilanti, Michigan 48197, operates as a Limited Liability Corporation in the State of Michigan. As a registered LLC in Michigan, we are licensed to operate in the State of Michigan. We provide recruiting, human resources consulting, and career coaching services. We are in good standing with the state of Michigan and have all the necessary licenses and certifications to be able to perform the work indicated in this RFP. The contact person for this proposal is Amy Cell. She can be reached at 734-657-0370 or amy@amycelltalent.com.

History

Since our founding in March of 2015, Amy Cell, LLC has conducted over 1100 searches, including recruitment for 100+ executive and key leadership roles, such as CEOs, City Managers, Executive Directors, Vice Presidents, and other C-Suite roles. In addition to our strong track record of success in both the public and private sectors, Amy Cell brings significant relevant experience to municipal/public sector recruiting, having served as Senior Vice President of Talent Enhancement at the Michigan Economic Development Corporation (MEDC), and as Vice President Talent Enhancement for Ann Arbor SPARK. In these roles, Amy was responsible for programs in talent attraction, retention and development at regional and state levels, and was integral in the design and implementation of talent programs to benefit Michigan employers and citizens (e.g., job seekers, apprentices, displaced workers). Through this decade of public service, Amy Cell established a large professional network and national reputation as a thought leader in talent attraction. The firm's commitment to client satisfaction and a positive jobseeker experience has led to strong growth, and our firm is proud to have all of our employees based in Michigan.

Why Us?

Here are the reasons that Councils have trusted us to help them with one of their most important duties:

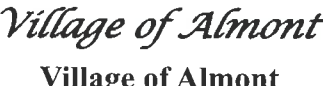
- We are experts in recruiting and sourcing. We have our own database of 1000+ municipal professionals, and send out monthly communications. We have four LinkedIn recruiter licenses so that we can effectively target top-notch talent, and ensure a diverse applicant pool.
- We are well versed in applicable laws including the Open Meetings Act and Freedom of Information Act.
- In addition to talent acquisition support, we provide HR consulting services to municipal clients, such as training programs, performance review management and have been the outsourced HR function for a municipality. We have had a team member serve as Acting City Manager, and have a team member that

was a long serving local government employee. Thus we understand the day to day activities of local government.

- We have a strong marketing team that is well versed in social media and media relations. We will prepare press releases as directed by the City Council to support community engagement.
- We focus on success - we can provide a structured onboarding experience to help the new City Manager hit the ground running. We also offer a 360 degree feedback review after six months to help address any issues to ensure that the City Manager has an accurate understanding of what they should keep, stop and start doing.

Municipal Clients We Have Served

Municipal Clients We Have Served		
 City Ann Arbor	 City of Clawson	 City of Dearborn
 City of Eastpointe	 City of Farmington Hills	 City of Fraser
 City of Grand Rapids	 City of Grosse Pointe	 City of Holland
 City of Jackson	 City of Madison Heights	 City of St. Clair Shores

 City of Yale	 City of Ypsilanti	 Lapeer County
 Macomb Township	 Redford Township	 Scio Township
 Village of Almont	 Village of Capac	 Village of Dundee

Examples of Prior Engagements

City of Ann Arbor

Engagements: Amy Cell, LLC has been a key talent resource for the City of Ann Arbor, completing multiple, successful executive searches since 2020. These searches include: **City Administrator** search in June 2020 which resulted in 268 candidates and 3 finalists; **Chief Financial Officer** search in January 2021 resulted in 89 candidates and 4 finalists; **City Attorney** search in July 2021 which resulted in 19 candidates and 1 finalist; and **Director of Human Resources** search in June 2022 which resulted in 95 candidates and 2 finalists. All of these positions were placed.

In addition to completing City Administrator and City Attorney Performance reviews (2020, 2022) and successfully recruiting for a senior staff position in the Public Works department, Amy Cell, LLC also provided organizational development support by designing and implementing 360 feedback assessments for key leaders.

City of Eastpointe

Engagement: In December of 2021, we were selected by the City of Eastpointe to provide recruitment services for a City Manager. The search resulted in 46 applicants, 8 candidates and 2 finalists. One of the finalists, was placed in the role and can be contacted below.

City of Fraser

Engagement: In July of 2020 we were selected by the City of Fraser over 5 other firms to provide an independent HR department to support approximately 70 employees and 100+ retirees. During the following 18 months we filled approximately 20 positions, restructured the leadership team, recruited an interim City Manager to address short term issues as well as the permanent City Manager. Additional HR projects included implementation of the BS&A HR module, developed a new handbook, oversaw benefits administration and open enrollment, developing new performance review processes, updating all job descriptions, creating a new compensation structure, and launching an employee newsletter. Additionally, Amy Cell was appointed Acting City Manager at one point during the leadership transitions.

St. Clair Shores

Engagements: We conducted two successful City Manager searches, one in 2019 and most recently in February 2022. A summary of the searches is as follows: the City Manager search in 2019 which resulted in seven candidates presented to Council, four finalists selected for in person interviews. The City Manager search in February 2022 resulted in ten candidates presented to Council and four finalists. Both searches resulted in placements.

City of Holland

Engagement: In November 2017, Amy Cell, LLC was awarded the bid to assist the City of Holland in their search for a City Manager. Despite competitive bids from well-known municipal recruiting firms, the City chose Amy Cell, LLC due to the success of a prior unrelated high profile search. The search attracted over 60 qualified candidates from around the country and abroad, and resulted in a successful hire within 10 weeks of the initial job posting.

References

Below is a sample of recent relevant engagements.

Please feel free to contact any of the following individuals as references.

Client	Project Title Search	Contact Person	Telephone / email
City of Ann Arbor	Director of HR City Administrator, City Attorney Searches	Julie Grand, City Council Member	(734) 678-7567 JGrand@a2gov.org
City of Eastpointe	City Manager Search	Mariah Walton, City Manager	(568) 445-3661 mwalton@eastpointecity.org
City of Fraser	City Manager Search	Kathy Blanke City Council	(586) 293-3100 ext 110 kathyb@micityoffraser.com
City of St. Clair Shores	City Manager Search	Chris Vitale, City Council Member	(586) 801-4732 vitalec@scsmi.net
City of Holland	City Manager Search	Jennifer Orme, HR Director	(616) 355-1318 J.Orme@cityofholland.com

May 25, 2022

“As part of our City Council’s Administration Committee, I have enjoyed working closely with Amy Cell on a number of executive level searches. In a competitive recruitment environment shared by all municipalities, Amy was able to present a number of viable candidates for each position - even when a known internal candidate existed. She presented clear, cost-effective plans that were thorough, efficient, and through supplemental materials such as video interviews, provided valuable insight into our candidates.

In addition to her human resources expertise, I appreciated that Amy Cell took the time to capture our council, staff, and community priorities. This understanding of local context has undoubtedly contributed to our successful recruitment efforts.”

Ann Arbor Mayor Pro Tem Julie Grand

St Clair Shores City Council Meeting, April 4, 2022

"Amy Cell and her office did a great job at preparing us and giving us the right candidates to select from."

St Clair Shores Council Member Candice Rusie

"It's been a pleasure again to work with Amy Cell's agency."

St Clair Shores Council Member Chris Vitale

Fraser City Council Meeting, February 10, 2022

"Our vision when we started with Amy Cell hit some major road blocks because some things happened we weren't anticipating and you tackled those with such grace and such dignity and found us candidates."

Fraser City Council Member Amy Baranski

"I just want to thank you and tell you what a privilege and honor it has been to work with you. You have impressed me repeatedly."

Fraser City Council Member Amy Baranski

"Amy, I just want to thank you for everything you have done for us. You accomplished not only what we were looking for, you went beyond that."

Fraser City Council Member David Winowiecki

"Amy, I also wanted to thank you. I feel you were objective and fair, knowledgeable, great people skills. You were exactly what we needed when you came to help us."

Fraser City Council Member Kathy Blanke

B. Recruitment Work Plan

To assist the City of Novi in finding their new City Manager we will follow our well-honed six step process, as described below. A full description of our approach and detailed timeline is included below. We also provide weekly status reports to the Council.

Step One - Create a Clear Target and Plan

Through a detailed needs assessment, we will learn from you the “must have” and “ideal” experiences and behaviors for the City Manager. We will start by interviewing stakeholders including elected officials and staff members to understand the goals, skills, experiences and behaviors that are critical and “ideal” for the position. We will also identify the key selling points of the position, organization and community, which informs the marketing strategy that we create.

Based on stakeholder data, we will create a rubric and align the selection group on experiences, leadership style, communication skills, etc. We will create a comprehensive position profile. We will research the existing compensation and benefits structure as it compares to the market. During this planning meeting we will present the rubric, profile, draft timeline and compensation data to Council.

Step Two - Market the Posting to the Right People

We use social media and national job boards to promote the opportunity, as well as to promote the amazing aspects of living, working and playing in the City of Novi region. This results in the largest possible pool of qualified applicants. In addition to our proprietary database of executive and professional talent, we will perform targeted outreach to candidates that might not otherwise apply through LinkedIn and other social media platforms, and engage with ICMA Newsletter/Job Center, Michigan Municipal League (MML), and other municipal websites to create a deep, diverse pool of qualified and interested candidates.

Step Three - Thoroughly Assess Applicants

We will thoroughly assess the qualifications and suitability of all candidates in an independent and objective manner in accordance with all laws and regulations. We will use a survey, video interview, phone interview, cyber review, reference checks and background checks to thoroughly assess applicants. We will provide access to and summarize this data for review for Council. We will coordinate any additional assessments as directed by the Council.

Step Four - Interviews

We will coordinate an outstanding interview experience for candidates and stakeholders that complies with the Open Meetings Act. Finalists will have a Zoom or on-site interview that can include a wide range of interviews and tours. As directed by Council, we will coordinate schedules, manage candidate communications, and provide on-site logistic support during the on-site interviews. We will thoroughly prepare the City Council for the interviews by providing guidance, support and interview questions customized to the qualities that emerged through the detailed needs assessment.

Step Five - Negotiation

We will assist with the negotiation process with other administrative and legal parties. Our specific role will be directed by the Council.

Step Six - Transition Support

We help candidates successfully transition into their new roles by providing assistance with onboarding and relocation. If desired, we can provide a variety of support to assist with relocation and transition assistance, including housing assistance, partner job search assistance, child and elder care support, and finding local “greeters” to help welcome the new person into the community. We also offer a complimentary 360 degree feedback check-in after six months, and we assist the Council with determining performance expectations.

Proposed Timeline

The following timeline details the process (as described above) with a proposed schedule for deliverables and milestones.

Our proposed timeline is further customizable depending on the needs and goals of the City of Novi. It is our goal to create and implement a plan that works well to meet the City’s objectives, recognizing that a flexible approach is often needed as plans unfold.

The detailed timeline below demonstrates how a typical search process flows after we are contracted to begin the search.	
Activity	Time Frame
Stakeholder interviews - We interview stakeholders including the Council, staff, and key community members to understand the goals, skills, experiences and behaviors that are critical and “ideal” for the position. We also learn about the key benefits of the position, organization and community.	Weeks 1, 2
Selection Criteria Matrix - Based on interview feedback and survey data we create a "talent matrix" of key criteria.	Week 3
Marketing plan - Based on the interview feedback and research, we will create a digital and print marketing package that will be used to market the opportunity.	Week 3

Review salary data - Review existing compensation and benefits structure as it compares to market comparables. Present compensation data to the hiring committee at the first meeting and determine target compensation range.	Week 3
Align - We will meet with the selection team to review the hiring criteria and job posting.	Week 4
Market the opportunity - We use social media and national job boards to promote the opportunity, and to promote the amazing aspects of living, working and playing in the community. This results in the largest possible pool of qualified applicants. In addition to our proprietary database of executive and professional talent, we perform targeted outreach through LinkedIn and other social media platforms, and engage with industry associations, which results in a deep, diverse pool of qualified and interested candidates.	Weeks 4-8
Assess applicants - We use a survey, video interview, phone interview, cyber review, reference checks and background checks to thoroughly review applicants.	Weeks 4-9
Present candidates - We will provide the selection team with a link to the candidate packets and videos. Selection team members will have at least one week to review information prior to the meeting to determine finalists.	Week 10
Determine finalists - We will review candidates with the selection team and determine interview panelists.	Week 11
Interviews - We will invite the interviewers, providing them copies of information on the finalist candidates. We also will create sample interview questions and feedback forms.	Week 12
Negotiation & Relocation - We provide a variety of support regarding contract negotiations and onboarding. We also provide a six month 360 degree feedback report for the new Manager to enhance rapid development.	TBD

Key Personnel

Our Team

For this recruitment, we have selected the following team of highly qualified professionals, all of whom are well-versed and experienced in municipal/public sector and executive recruitment. These three individuals are based out of our Ypsilanti office.

The table below lists the key persons assigned to this project, as well as their anticipated roles. Resumes are included as an attachment.

Proposed Team Includes:

Name	Title	Anticipated Roles
Amy Cell	President and Founder	Role: Lead. Oversees all search aspects included in this proposal.
Barbie Sigers	Talent Acquisition Director	Role: Manages search activities; participates in meetings; completes stakeholder intake interviews; finalizes the position description. Manages consultants and fine details.
Rebecca Roberts	Senior Associate Consultant	Role: Assists in document production, scheduling and outreach. Assists with candidate screening, background and reference checks. Provides on-site interview support.

Background Checks

We will conduct background checks of shortlisted candidates, using Background Check Central, a highly reputed, Michigan-based firm.

Background Check Central, 42815 Garfield Road, Suite 208, Clinton Township, MI 48038

C. Costs

Search Components	Regular	Value
Number of individual intake interviews	11-30	5-10
Develop and launch community survey, analyze results	Yes	No
Create inviting job posting	Yes	Yes
Develop recruitment brochure	Yes	No
Promotion via job boards and social media including ICMA, MML, SGR, LinkedIn, Facebook and Twitter	Yes	Yes
Screening survey, cyber review, video interview & gather references	Yes	Yes
Reference checks, phone interview, background checks	Yes	Yes
Write press release announcing finalists	Yes	No
Host community reception, gather and analyze feedback	Yes	No
Coordinate interviews. Provide questions and guidelines	Yes	Yes
Compile and summarize interview feedback	Yes	Yes
Support offer negotiation process	Yes	No
360 degree feedback for new City Manager	Yes	No
Guarantee*	One year	None
Consultant mileage travel costs included in the fee.	Yes	No
Total Cost - Not to Exceed	\$18,500	\$8,250

Note: Reception food costs, interview food costs, and candidate travel costs are not included above.

Placement Guarantee Terms

Under the Regular Search plan, in the event the new employee rescinds their acceptance of the job offer, voluntarily leaves employment within one year of their start date or is fired for cause, we will waive our base recruiting fee and conduct one additional search at no cost.

Payment Terms

We will invoice one third of the fee upon contract signing to cover advertising and administrative costs. Another payment of one third of the total fee will be due upon the presentation of a slate of finalist candidates. The remaining balance will be invoiced upon acceptance of an offer. Net 30 day terms are kindly requested.

Thank you again for the opportunity to submit this proposal to assist the City of Novi in its search for a new City Manager.



Amy Cell

President, Amy Cell, LLC

734-657-0370 Amy@AmyCellTalent.com

D. Attachments

ATTACHMENT I

Team Resumes

Amy Cell

Barbie Sigers

Rebecca Roberts

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AMY CELL

734-657-0370

Amy@AmyCellTalent.com

SUMMARY

Dynamic leader passionate about talent attraction, retention and development who has used her creativity, team building skills and expertise to create and launch statewide talent programs and support Michigan communities, companies and people.

EXPERIENCE

AMY CELL, LLC, Ypsilanti, MI

President, 3/2015 - Present

Amy Cell Talent is a talent consultancy that provides a variety of talent acquisition, community development and job seeker support programs to clients. We are a team of skilled and dedicated professionals based in Ypsilanti Michigan.

- Provide efficient and effective talent acquisition services to Michigan technology companies - completed over 600 searches that span executive, administrative, and technical opportunities.
- Provide career development services to job seekers and people in career transitions.
- Supported Community Ventures, a program that provides a career pathway out of poverty.
- Launched a talent program for University technology transfer organizations.
- Frequent speaker, advisor, facilitator, panelist and judge. Engagements have included the Brookings Institution and Edward Lowe Foundation.
- Faculty member, Center for Entrepreneurship, U-Michigan College of Engineering.

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION, Lansing, MI

Senior Vice-President, Talent Enhancement, 1/2011 - 3/2015

MEDC is the state economic development organization. Joined MEDC with the Gov. Snyder administration to develop a Talent function housed within economic development.

- Led the redesign of the state labor exchange and talent marketing strategy. Website average 80K postings per month and 200K active account holders. Approximately 3 million unique users per year. Social media strategy includes newsletters, Twitter, Facebook and LinkedIn.
- Created and launched Community Ventures in 2012, which has placed 4000 structurally unemployed into living wage jobs with a \$11.20 average wage and 68% one year retention rate.
- Launched the Michigan Advanced Technician Training program, a dual education program based on the German apprenticeship model. Program is viewed as a national model and was featured by the Brookings Institute on a German study tour. Program has been adopted by Illinois, and many other states have requested additional information.

- Designed and directed programs to attract and retain highly educated talent, including LiveWorkDetroit, Dream Job, Pure Michigan Opportunity and a college ambassador program. Results included thousands of IT and Engineering student connections to employers.
- Participated on a select task force to determine strategy to propel Michigan to a top 10 state in terms of adults with a post-secondary credential or higher.
- Launched the Community College Skilled Trades Equipment Program - a \$50 million bond initiative to provide community colleges with critical training equipment.
- Launched Global Michigan, an initiative to embrace, attract and retain international talent. Built a team from one staff person to 30. Team had one of the highest employee engagement levels in the state government per a survey managed by PricewaterhouseCoopers.
- Accomplished and well-regarded speaker and presenter with approximately 50 engagements as panelist, moderator or key note presenter.

ANN ARBOR SPARK, Ann Arbor, MI

Vice-President, Talent Enhancement & Entrepreneurial Education, 8/2006 - 1/2011

Ann Arbor SPARK is a non-profit regional economic development organization driving local and statewide economic development initiatives. Key responsibilities included the creation and management of all Talent Enhancement programs, directing all Entrepreneur Education programs and overseeing the SPARK East incubator.

- Positioned SPARK to be a “talent hub” for knowledge-based workers seeking dynamic opportunities through events, job posting service and weekly newsletters. Posted approximately 1000 jobs for 400 companies annually, saving thousands of dollars per hire.
- Created programming to support SPARK East, a successful incubator in a challenged area and have had two companies graduate from the program in the first 18 months.
- Developed and launched numerous entrepreneur education programs including the one-day “Starting Your Own Business” program, Michigan Energy Forum, Entrepreneur Education 1.0 and 2.0 series, Expert Resource Board, Power Lunch and SPARK East Speaker Series.
- Co-developed Shifting Gears, a 4-month developmental program to help displaced “large company” managerial talent transition into “new economy” opportunities. Program later was expanded by the Michigan Economic Development Corporation and helped approximately 400 highly educated, accomplished, later-career people transition to new opportunities.

ROSS SCHOOL OF BUSINESS AT U-MICHIGAN, Ann Arbor, MI

Senior Associate Director, Office of Student Life, 9/2004 - 7/2006

- Created and led the Office of Student Life. Developed policies/processes to support students, including leadership programming, diversity, training, recognition, and student relations.
- Championed school-wide leadership development efforts and programs.
- Created a culturally sensitive environment through programming and addressing problems.
- Resolved scores of student relations concerns and community issues.

APPLIED BIOSYSTEMS, Foster City, CA

Senior Manager, Human Resources, 11/2003 - 6/2004

- Led the restructuring and reengineering of IT department. Results included more efficient structure, employee development and redeployment of managers to better utilize talent.
- Launched development councils to coordinate succession planning and employee development.
- Provided organizational effectiveness tools such as leadership development and coaching, training, 360-degree feedback, change management and facilitated new leader assimilations.

HR DRIVERS, Los Altos, CA

Managing Partner, 9/2002 - 10/2003

- Founded HR Consulting Partnership that provides HR consulting, training and outsourcing services to small businesses that want innovative and strategic HR programs and processes.
- Developed extensive HR audit program to thoroughly review each element of HR, to ensure that all legal issues and best practices are considered.

SRI CONSULTING, Menlo Park, CA

HR Manager, 2001 - 2001

- Reported to CFO of SRI International and directed all HR activities for SRI Consulting that resulted in cost savings, strategic leadership change and benefit and compliance improvements.
- Developed new processes for recruiting, merit planning, orientation, mentoring, leadership development/succession planning, performance management and visa management.

FORD MOTOR COMPANY, Dearborn, MI

HR Roles Including Labor Rep, Associate and Analyst, 1995 - 2001

- Provided counsel to business units in employee relations, performance management, diversity, staffing, compensation, job leveling/ranking, succession planning and work/life issues.
- Analyzed U.S. recruiting process; recommended switching to Resumix with an ROI of 40%.
- Participated on team, which integrated Global affiliate manufacturing operations.

PLANTE & MORAN, CPA's, Ann Arbor, MI

Certified Public Accountant, 1990 - 1993

- Passed CPA exam in first sitting.
- Planned, executed, supervised and managed audit and tax engagements.

EDUCATION

THE UNIVERSITY OF MICHIGAN, Ann Arbor, MI

MBA - Ross School of Business Administration, 1993 - 1995

- with High Distinction (Top 10%)

BBA - Ross School of Business Administration, 1987 - 1991

BOARD MEMBERSHIPS

Board & Community Involvement: Michigan Center for Integrative Research in Critical Care, Career Education Advisory Committee, Desai Accelerator, Washtenaw Community College Foundation, Center for Entrepreneurship (CFE) - U-M College of Engineering, Washtenaw Community College Women's Council, Women's Exchange of Washtenaw, U-M SE Michigan Alumni Association, Washtenaw 2030 Steering Committee

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BARBIE SIGERS

Ann Arbor, MI • 517-230-9911

barbie@amycelltalent.com • [linkedin.com/in/barbie-sigers-916769b](https://www.linkedin.com/in/barbie-sigers-916769b)

SUMMARY Energetic, detail- and results-oriented professional with over twenty years of experience in human resources, pharmaceutical sales and health / fitness training and management.

EXPERIENCE

AMY CELL, LLC Ann Arbor, MI

2021-present

Talent Acquisition Director

- Build client relationships and manage recruitment lifecycle from engagement through closure.
- Recruit for hard to fill, newly created, and specialized positions ranging from entry level personnel to C-suite executives.
- Strategic sourcing, screening, evaluating and presenting of candidates to hiring managers.
- Review job postings to ensure accuracy and completeness. Update job posting language as necessary, to capture the attention of target audiences.
- Design and process job specific questionnaires to understand candidate's work styles, motivation, personality, and other information that cannot be determined from a resume.

Burn Bootcamp, Northville, MI

2020 – 2021

Personal Trainer/Group Fitness Instructor

- Designed and coached over 500 training classes.
- Conducted 1-on-1 coaching sessions with clientele to understand motivators and limitations, improve self-confidence and develop nutrition and training plans.

Red Effect Infrared Fitness, Ann Arbor, MI

2018 – 2020

Lead Trainer

- Developed and coached over 800 high intensity interval training classes.
- Sourced, screened, interviewed and trained new instructors.
- Integral role in the startup of the facility and building client base.

CentraState Fitness & Wellness Center, Freehold, NJ

2014-2018

Personal Trainer / Group Fitness Instructor / Pilates Instructor

- Conducted fitness assessments & goal planning for members.
- Developed & customized 1-on-1 fitness plans for 25 long term clients.
- Lead trainer in medically based programming, sports performance training, weight loss, and improvement of overall physical health.
- Designed & implemented customized individual & group pilates classes.
- Instructed 8 group training classes per week.

Esprit Pharma, Detroit, MI

2006 – 2007

Urology/Gynecology Sales Specialist

- Launched new products to urologists, surgeons, and obstetrician-gynecologists.
- Planned medical education programs to improve sales and build strong rapport with key decision-makers.

Wyeth Pharmaceuticals, Grand Rapids, MI

2001 – 2005

Territory Representative

- District Rep of the Year and Rookie of the Year.
- Territory analysis, business development & project management to increase product sales.
- Marketed products to cardiologists, neurologists, gastroenterologists, diabetic educators, pharmacists, and internal medicine and family practitioners through presentations, in-services, and education events.

Nelson Professional Sales, Lansing, MI

2000 – 2001

Territory Representative

- Developed and executed business and marketing plan for territory to exceed sales goals.
- Marketed cardiovascular products to cardiologists, internists, and family practitioners.

SmithKline Beecham Pharmaceuticals, Lansing, MI

1998-2000

Sales Consultant

- Ranked #1 in district for three consecutive quarters and #7 in the region of over 200 sales consultants for top product, Augmentin.
- Successfully launched a new product, achieving 64% over sales goal.
- Marketed a wide range of physicians in clinics & hospitals; Conducted in-service's & journal club meetings.

Robert Half International, Okemos, MI

1995-1998

Division Director

- Built a Fortune 500 client base and worked with clients to fill critical executive staffing needs.
- Sourced, screened, evaluated & presented applicants to hiring managers.
- Managed and operated a matrix of skilled candidates for future placements.
- Marketed services and candidate pool based on market trends and business needs; B2B relationship/ account management.

EDUCATION

Eastern Michigan University, Ypsilanti, MI

Bachelor of Business Administration in Human Resource Management

Keller Graduate School of Management, DeVry University

Completed coursework toward Master of Human Resource Management (12 credits)

OTHER SKILLS

Microsoft Office (Word, Excel, PowerPoint and Outlook); Google Productivity Tools, JazzHR, Rippling, Zoho, Zoom

Rebecca Roberts

Kalamazoo, MI, 49009 • 269-447-8676

rebecca@amycelltalent.com • [linkedin.com/in/rebecca-roberts-0538201a3/](https://www.linkedin.com/in/rebecca-roberts-0538201a3/)

Human Resource Consulting | Recruitment | Training Design | Performance Management | Employee Engagement |
Organizational Development | AR Functions | Inventory Management | Supplier Relations |

WORK EXPERIENCE

AMY CELL, LLC, Ypsilanti, MI

***Senior Associate Consultant*, 8/2021 - Present**

- Restructure performance evaluation forms and process to impact client's non-profit, healthcare organization.
- Develop organizational charts and SOP's for internal usage
- Management of different jobs postings and responsible for posting jobs on multiple platforms in a timely manner
- Produce HR Assessment with recommendations on organizational improvements by analyzing client documents and offer projects to support these recommendations
- Facilitate employee conversations and manage engagement activities to support a series of DEI workshops for 20 employees in a client's organization
- Facilitate full-cycle recruitment services for all level positions in multiple industries

VANDE BUNTE EGGS, Otsego, MI

***Business Analyst Internship*, 1/2021 - 5/2021**

- Conduct supplier analysis to ensure cost effectiveness of production materials
- Manage existing supplier relationships and establish new contacts for cost saving opportunities
- Inventory management, reporting, and purchasing for three facilities
- Establish and maintain spreadsheet and documentation for capital projects and future developments
- CFS inventory management and general IT on-site contact and liaison for third party IT company
- I-9 audit preparation and employee file review

***Office Manager*, 12/2017 - 5/2021**

- General office administration: answering phones, greeting visitors, incoming and outgoing mail administration, updating and creating spreadsheets, scanning invoices, buying equipment
- Supporting HR functions: new hire paperwork and system setup, validation of employee documentation, assist employees with form interpretation, and digitalization of all employee files
- Responsible for AR functions including creating invoices, intracompany transfers, verifying accuracy of orders, and monthly reporting of sales to American Egg Board
- Weekly and monthly reporting of production activity and quality comparison to industry standards and historical data
- Sourced and implemented uniform system for all processing and production employees at two facilities
- Representing the company at food shows in a professional manner
- Miscellaneous duties assigned by management

***Accounting Assistant*, 11/2016 - 7/2017**

- Established system for organization and digitalization of all capital asset files
- Archived accounting records in compliance with retention standards

EDUCATION

GRAND VALLEY STATE UNIVERSITY, Grand Rapids, MI

Bachelors of Arts, Business Administration

215 W. Michigan Ave., Ypsilanti, MI 48197
Phone: 734-657-0370 E-Mail: Amy@AmyCellTalent.com

ATTACHMENT II

Community Profile

City of Novi



Community Profile - City Manager Search 2022



AmyCell Talent
CONNECTING TALENT AND OPPORTUNITY

WELCOME TO NOVI

Novi, Michigan is seeking the ideal candidate to lead our growing community as the City Manager. The City of Novi is a full-service City providing Public Safety (Police and Fire/Rescue), Parks Recreation & Cultural Services, and Public Works programs located in Southeastern Michigan with a population of approximately 66,000 and growing. The City has a Council-Manager form of government and currently employs 255 full-time permanent employees, with a rising taxable value of \$4.2 billion.

The City Manager is the chief administrative officer for the City of Novi and is responsible for all city departments. The City Manager attends all City Council meetings and reports directly to the seven member City Council on all city matters. Among other duties, this office is charged with the preparation and submission of the Annual Budget and Capital Program, reports regularly on the financial operations of the city and maintains active membership in various civic organizations.

Novi looks forward to your interest and introducing you to the place we are proud to call home!



CITY OF NOVI ATTRACTIONS



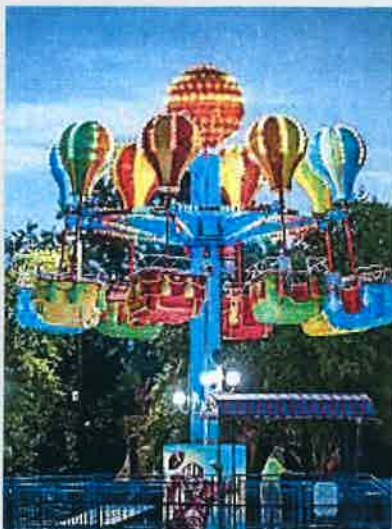
Twelve Oaks Mall

Twelve Oaks, a Novi landmark, opened in 1977 with anchor stores of J.L. Hudson's, Sears, Lord & Taylor and J.C. Penney. It remains a major Metro Detroit shopping destination in 2022, offering chic retailers where you can find unique merchandise, special events, and a mall walking program.



Michigan State Fair

The Michigan State Fair moved to the Suburban Collection Showcase in 2012. Traditionally held over Labor Day Weekend, the popular fair attractions and events include the midway, livestock, agriculture, live music, beer garden, crafts, a 5k run and The Shrine Circus!



Paradise Park

Paradise Park is a year round family entertainment facility with indoor and outdoor attractions such as go karts, mini golf, laser tag and an indoor arcade. Offering a 5000 sq ft event pavilion and a full service restaurant, Paradise Park is also a popular destination for hosting birthday and graduation parties, bridal and baby showers, corporate events and wedding receptions.

OUR OPPORTUNITIES AND CHALLENGES

To be completed in consultation with and approval from the City Council



HOW TO APPLY

DEADLINE TO APPLY: Sunday, Date TBD, 2023

Please submit a cover letter, resume and three to four professional references to Barbie Sigers, Amy Cell, LLC at Barbie@amycelltalent.com.

Please indicate in your cover letter whether you are requesting confidentiality as allowed under the Michigan Open Meetings Act.

The City of Novi is an Equal Opportunity Employer.

