

CITY OF CLEARWATER - APPLICATION FOR ADVISORY BOARDS

(must be Clearwater resident)

Please type or print clearly.

Name: David Loyd

Home Address:

1710 Brentwood Dr, Clearwater, Florida

Zip 33765

Telephone: 727-637-6618

Cell Phone: 727-638-8274

Office Address:

1955 Carroll Street, Clearwater, Florida

Zip 33765

Telephone: 727-441-2137

Email Address: david@ctstow.com

How long a resident of Clearwater? 10 years (Born in St. Petersburg)

Occupation: Director of Business Development

Employer: CTS Towing & Transport

Field of Education:

Sales, Marketing, Finance

Other Work Experience:

Bank of America, H&R Block Mortgage,

Relationship Management, Consulting

Sterling Payment Technologies, Project Analyst

If retired, former occupation: N/A

Community Activities: Clearwater Regional Chamber of Commerce Government Affairs Committee, Surfrider Foundation, Suncoast Waterkeeper, Clearwater Chargers Youth Soccer Coach

Other Interests: Family & Fun, Paddleboarding, Mountain Biking, enjoying our beaches and waterways.

Board Service (current and past):

Co-Chair Government Affairs Committee

Board Preference:

Library Advisory Board

CRCC Board Member, Citizen's Academy Graduate

Clearwater Charter Review Committee

Additional Comments: I have been very involved with Clearwater over the last four years with Charter Review, Imagine Clearwater, North Marina Plan, Crest Lake Park plan as well as downtown developments.

Signature: David Loyd

Digitally signed by David Loyd  
Date: 2017.03.01 10:51:56 -05'00'

Date: 3/1/2017

See attached list for boards that require financial disclosure at time of appointment. Please return this application and board questionnaire to the Official Records & Legislative Services Department, P. O. Box 4748, Clearwater, FL 33758-4748, or drop off your application at City Hall, 2nd Floor, 112 S. Osceola Avenue.

**Note:** For boards requiring Clearwater residency, this application must be accompanied by a copy of one of the following:

- Current voter registration within city limits
- Valid current Florida Drivers' License issued to an address within city limits
- Declaration of Domicile filed with the city clerk affirming residency within city limits

RECEIVED

MAR 01 2017

OFFICIAL RECORDS AND  
LEGISLATIVE SRVCS DEPT.

## BOARD QUESTIONNAIRE

1. What is your understanding of the board's duties and responsibilities?

To serve in an advisory capacity to the Library Director and Clearwater City Council in all matters pertaining to the management and use of the library system, including but not limited to the establishment of such rules and regulations governing the privilege of using the library by members of the public as they may deem advisable.

2. Have you ever observed a board meeting either in person or on the City's TV station C-View?

Yes. I have observed board meetings in person and on C-view.

3. What background and/or qualifications do you have that you feel would qualify you to serve on this Board?

I have a diverse background in sales, marketing and consulting. I have communicated, organized and managed relationships with subject matter experts to analyze demographics for market trend forecasting and projections. As a result of consulting and project analysis on many proposals, I have learned to objectively review all documentation with the intention of making informed decisions within a group or committee.

4. Why do you want to serve on this Board?

To gain a better understanding of the City of Clearwater's process for the management and use of the library system. To understand new uses allowed by recent Charter amendments. The only way to make a difference is to be more actively involved within the community while assisting in important decisions which can only enhance the integrity and performance of our City.

Name: David M. Loyd

Board Name: Library Advisory Board

## **David M. Loyd**

1710 Brentwood Drive • Clearwater, Florida 33756 • (727) 637-6618

### **OBJECTIVE:**

To secure a challenging position with an organization where the opportunity for advancement and compensation is based on personal performance.

### **QUALIFICATIONS:**

- Highly motivated professional with strong communication and presentation skills
- Proven success in customer service and interpersonal skills while managing relationships which interact with teams, executives or managers to close solution based sales.
- Determined, enthusiastic, self-starter who excels independently or as a team player
- Goal oriented with excellent prospecting, critical thinking and organizational skills

### **EXPERIENCE:**

#### **CTS Towing & Transport**

**Director of Business Development 2013 – Current**  
**Director of Communications**

- Build and sustain corporate reputation for quality, reliability and customer satisfaction
- Set and guide the strategy for all communications, website and public relations messages
- Develop branding initiatives, internal communications and external media relations
- Build and manage external relationships with the organization's constituencies
- Generate new business and maintain client satisfaction through strategic relationship management
- Conduct financial, market and process improvement options for increased efficiencies

#### **Verizon Wireless**

**Sales Representative 2010 – 2012**

- Meet and exceed monthly sales and retention objectives
- Qualify and close prospective customers, and recommend appropriate wireless solutions
- Maintain and grow existing customer base and manage turnover
- Remain current on all wireless products and services, industry and competitive trends

#### **Sterling Payment Technologies**

**Key Account Representative 2008 – 2009**

- Generated new business and maintained client relations through precise communication
- Conducted financial, market and process improvement options for increased efficiencies
- Responsible for generating and maintaining dealer based referral relationships
- Exceeded expectations by cultivating referral partnership programs beneficial to all parties

#### **Mortgage Loan Originator**

**Senior Consultant 2001 – 2008**

- Implemented excellent customer service combined with strategic relationship management skills to create a builder/developer relationship worth over \$8 million dollars.
- Evaluated the impact and cost savings presented by process improvement opportunities
- Implemented strategies and systems which reduced underwriting times by over forty percent
- Worked for: The Loan Corporation, H&R Block Mortgage, Bank of America, Countrywide Home Loans

#### **Independent Sales Contractor**

**Sales consultant / Project Analyst 1993 – 2001**

- Extensive experience in generating investment capital for various venture capital projects
- Consistently performed above quota requirements by utilizing trusted referral relationships
- Responsibilities included marketing financial products, cultivating and maintaining client relations
- Communicated, organized and managed relationships with subject matter experts to analyze demographics for market trend forecasting with projections

***EDUCATION:***

***Hillsborough Community College***

Associate Degree in Liberal Arts

Microsoft Office tools namely Access, Excel, Outlook, PowerPoint and Word

***COMMUNITY SERVICE:***

Clearwater Citizen's Academy Graduate Class of 2016

City of Clearwater Charter Review Committee 2015

Clearwater Regional Chamber of Commerce, Board of Directors

Clearwater Regional Chamber of Commerce, Government Affairs Committee Co-Chair

Clearwater Regional Chamber of Commerce, Transportation Committee Chairman 2016

Clearwater Regional Chamber of Commerce, Economic Development Committee

Clearwater Regional Chamber of Commerce, Clearwater Young Professionals Mentor

Central Pinellas Chamber of Commerce, Economic Development Committee

References provided upon request.