



# DECLARATION OF CANDIDACY CITY COUNCIL VACANCY

Declaration must be signed in the presence of a Notary Public or Justice of the Peace. The filing period opens at 8:00 am on Wednesday, August 21, 2019 and continues through 5:00 pm on Tuesday, September 10, 2019. Any declarations that are received through the mail shall be acknowledged as being received at 5:00 pm on that day.

Please check off the position you are filing for:  
Include the appropriate filing fee, \$5.00 for Mayor and \$2.00 for all other positions.

Mayor - 2 Year Term		Ward Moderator - 2 Year Term	
Councilor-At-Large - 2 Year Term		Ward Clerk - 2 Year Term	
Ward Councilor - 4 Year Term	✓	Ward Selectman - 2 Year Term	
Ward Four Councilor - 2 Year Term		Ward Checklist Supervisor - 2 Year Term	

I, Raleigh Ormerod, declare that I am domiciled in the City of Keene at 4 Monadnock Ct. and that I am a duly qualified voter in ward 1. I am a candidate for the office of City Councilor and I hereby request that my name be printed as Raleigh Ormerod on the official ballot of the City of Keene for the Primary Election on Tuesday, October 8, 2019.

Signed: Raleigh Ormerod Phone: (603) 545-5787

Email: raleigh.theormerod.com Social Media Handles: \_\_\_\_\_

State of New Hampshire  
County of Cheshire

The above named Raleigh Ormerod personally known to me or satisfactorily proven appeared and subscribed to the above statement.

[Signature]  
Justice of the Peace/Notary Public

Candidates may submit background information or a brief biography to accompany this declaration. This information will be provided to the City Council and posted to the public website. Please indicate below if you intend to provide additional information about yourself.

Yes, I will provide additional information about myself  No, I prefer not

Date Received: 8/28/19 Time Received: 1:26 pm

Voter Status Verified: City Charter Ward Map  Charter Description  Voter Checklist Database

Any information provided on this document is a matter of public record. By signing above, candidate agrees to allow the City of Keene to share their contact information/social media handles/biographical information with members of the public.

**Raleigh Ormerod**  
**Candidate for Keene City Council Ward 1**

[raleighormerod@gmail.com](mailto:raleighormerod@gmail.com)

[linkedin.com/in/raleigho](https://www.linkedin.com/in/raleigho)

I offer to Keene a record of community leadership, volunteer and public speaking experience concurrent with my professional career. Running my own management consulting practice, I've helped numerous government, educational, utilities, renewables, healthcare, building products, technology, and consumer organizations improve their communities by launching and growing their product and service offerings.

I'm known as a good listener, mentor, and motivator. I'm fortunate to have had mentors, coaches and to have been led by those who have set good examples of problem solving and civility despite significant challenges. On the Keene School Board, I witnessed how the Board and Administration worked together over an extended period of time (sometimes with productive conflict) to transform Keene School District from one of the highest tax rates to one of the lowest. And yet, we improved the quality of education and raised teachers' salaries. With the right leadership, possible corporate partnerships, and growth mindset at City Council, I believe we can do likewise.

On Keene City Council, I intend to continue to roll up my sleeves and bring all my relevant professional resources and connections to bear on our key challenges and opportunities that include:

- Economic Development
- Energy, Water, and Communications Infrastructure Security
- Workforce Development and Recruitment
- Improved Quality and Affordability of Housing
- Recruitment of Families
- Education

### **Professional Leadership**

Toastmasters International 2004 – present

*Global organization dedicated to lifelong training in communication and leadership*

- Distinguished Toastmaster (Held by 1% of Toastmasters)
- Elected to Division Director in charge of 22 clubs and 4 Area Directors serving over 300 members
- Outstanding Toastmaster of the Year, Division Level

Everwise™ 2014 – present

*Fortune 500 business mentor organization founded by Maynard Webb, former Yahoo! Board Chair.*

- Selected to mentor a Hewlett-Packard Sales Director, a Visa Technology Product Executive, an EverWise™ Community Director and a Genentech Market Research Manager in strategy, innovation, and soft skills

U. S. International Boundary Water Commission (USIBWC) 2018

*Federal and International Commission dealing with US-Mexico border issues related to water*

- Appointed to Citizen's Advisory Board upon recommendation of State Representative

### **Community Involvement**

- Greater Keene Chamber of Commerce, Marketing Committee, Keene, NH 2018 – present
- Overnight Volunteer, Keene 100 Nights Homeless Shelter 2019 – present
- Green Valley Sahuarita Chamber of Commerce, Economic Development Co-Chair 2017 – 2018
- Sahuarita Unified School District #30, Sahuarita, AZ 2012 – 2018
  - Corporate Sponsor Chair and Announcer at the AzMBA state qualifying marching band competition where raised over \$4K in corporate sponsorships for a single event

### **Public Speaking**

- Seminar Talk, "Persuasive Communication," Keene United Way Campaign Training
- Keynote, "Bulletproof Toastmasters Marketing," Toastmasters District Leadership Fall Workshop
- Keynote, "Corporate Venture Alliances," Center for Entrepreneurial Innovation
- Keynote, "Emotional Intelligence for Business and Life," National Business Women's Association
- Master of Ceremonies, Toastmasters International and Humorous Speech Contests, Division Level
- Master of Ceremonies, Producer, "Holiday Cabaret Radio Theatre," Green Valley Sahuarita Chamber

### **Education**

- MS Chemical Engineering, Queen's University, Kingston, Ontario, Canada.
- BA Physics and Chemistry, Saint Olaf College, Northfield, Minnesota.

**Professional Experience: Marketing VP, General Manager with a track record of business growth**

- Utilities • Renewable Energy • Medical Technology • Nonprofit • Consumer Products

**Business Growth Results**

- Drove **double-digit annual growth** in 4 water product lines when category was declining
- Increased **sales over 25%** on 5 key medical communication technology brands
- Built annual **sales over 47%** with one water product line
- Grew **sales 16%** in declining consumer category

**Marketing Results**

- Recognized as chief innovator and champion of **P&G's Swiffer**; now a **billion dollar brand**
- Helped drive **Colgate Total to #1** toothpaste within 5 months via integrated marketing
- Rebuilt **Stanley's** medtech website; **leads up more than 500%**
- Planned over **100 successful product launches**

**Recognized For**

- Presentation Skills Coaching • Mentoring • Attention to Detail • Interpersonal Skills • Business Results

**Market Affinity Group, President and Founder****2009 – present**

Managed businesses and advised senior leaders in over 50 organizations, with budgets of up to \$67M across multiple industries. Clients in the US, Canada, and Mexico. Over 50 new product initiatives.

**Executive Summary Of My Business Advisory Projects****Energy, Utility and Renewables**

- Interim VP Business Development, Executive Coach for utilities infrastructure sales training company
- Chief Business Advisor to water infrastructure company
- Business Development Advisor to electric fleet vehicle conversion startup
- Business Development Advisor to Distributed Energy Resources (DER) Software and Hardware Startups
- Business Development Advisor to Low Emission Marine Fuel Startup

**Nonprofit**

- Keene, NH 9-member School Board Member. Budget \$67M. Facilities, Services, and Policy Committees. Board nominated for school board association fiscal responsibility excellence.
- Consultant and Entrepreneur-In-Residence (EIR) with the Arizona's Department of Commerce (ACA)
- Took sabbatical from consulting practice to teach high school math in Title I, 300-student urban high school. Doubled rate of passing grades and achieved 6 times the number of As and Bs.

**Medical Technology**

- Interim COO and Business Development VP for Medical Technology Training client
- Interim EVP Marketing for medical training Software-as-a-Service client
- Board member for telemedicine Hardware and Software-as-a-Service startup

**Consumer Products and Professional Services**

- Interim Marketing Executive and Board Member for in-home water treatment startup
- Business Consultant to Laboratory Information Systems integration company

**Previous Professional Experience**

Rain Bird Corporation, Senior Business Manager

Stanley Security Solutions, (Stanley Black &amp; Decker), Marketing and Product Management Director

North Country Elements, LLC, President and Founder

SafeScience Inc., Director of Marketing and Product Development

Colgate-Palmolive, Product Marketing and Brand Manager Oral Care Pharma Division

The Procter &amp; Gamble Company, Group Leader, Consumer Product Development