

**Antel, Amy**

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**From:** John J. Polk [John.Polk@smallgroupxpress.com]  
**Sent:** Tuesday, November 09, 2010 9:42 PM  
**To:** City Council  
**Subject:** Lakewood's Acting Mayor  
**Attachments:** PDF09262010JJPRResume.pdf

...should have solid experience in government and public affairs...  
...be a capable administrator...  
...have an excellent grasp of community development, economic development, and small business development strategies...  
...a deep understanding of Lakewood...  
...experience in "hitting the ground running" in organizations in transition, or facing new challenges, and;  
...should have NO interest in running for the job in November.

My resume' is attached.

I'm interested in talking further, should the opportunity arise.

Thanks,

John J. Polk, President

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## **John J. Polk**

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### **EXPERIENCE**

**1999-Present:**      **President, Affinity Group Strategies, Inc.**  
**Long-Term Consulting Projects Include:**

**SmallGroupXpress, LLC**

- Sought to develop and commercialize a technology platform and business process simplifying marketing of small group and individual health plans.

**The Oswald Companies**

- Developed entry strategy for entry into small group health insurance market.
- Collaborated with vendor partners to develop an interactive, on-line tool.

**John Carroll University, Muldoon Center For Entrepreneurship:**

- Re-built Entrepreneurs Association and increased membership by 50%.
- Established Board nominating and governance procedures.
- Re-established a Small Business Development Center for Northeast Ohio.

**Short-Term Projects Include:**

- Developed affinity group-based marketing strategy for financial services organization, introducing company to 900,000 potential small business customers.
- Assisted electric utility to improve performance of a value-added small business customer acquisition strategy.
- Conducted effectiveness review and re-focused a membership/member services strategies for a metropolitan chamber of commerce.
- Conducted feasibility analysis for development of a group health plan for national trade association.
- Designed group health and workers compensation plan for a statewide professional association.

**1995-1998:**

**Executive Vice President, Blue Cross & Blue Shield of Ohio**

- Led start-up of joint-venture managed care company that grew to 330,000 covered lives with \$325 million in annual premium volume.
- Re-configured approach to contracting with hospitals and physician groups using customer utilization data.
- Directed multi-disciplinary task force to develop a Medicare managed care plan.

- Conducted first comprehensive statewide marketing and communications effectiveness audit, leading to an integrated advertising, communications and public relations strategy.

**1978-1994:**

**Senior Vice President, Greater Cleveland Growth Association  
Executive Director, Council of Smaller Enterprises (COSE)**

- Increased membership from 2,400 companies to over 16,000 companies, increasing dues revenues from small businesses from \$500,000 to over \$6 million.
- Built largest health insurance purchasing co-operative in the United States, covering over 12,000 small companies and 200,000 employees and dependents with over \$200 million in annual premiums.
- Created not-for-profit Service Company to manage health care and other sponsored benefit plans, which generated \$3.4 million in revenues and \$600,000 in net surplus in 1994.
- Spearheaded efforts to reform Ohio workers compensation including development of group purchasing/management option for small business associations, which reduced workers comp premiums from 30-80% for participating employers.
- Briefed Presidents Carter, G.H.W. Bush, and Clinton, and other officials, on health care and other small business issues.
- Played a lead role with U.S. Small Business Administration in formation of Ohio's Small Business Development Center (SBDC) program.

**EDUCATION**

**MIAMI UNIVERSITY OF OHIO**  
B.A. Communications, 1974

**ADDITIONAL**

- Trustee, Saint Edward High School, Lakewood, OH
- Founding Member Ohio Venture Association, Founding Member
- Ohio Health Care Board, 1992-1995
- Former Director, National Small Business Association
- Former Technical Advisor on Capital Formation and Employee Benefits issues, White House Conference on Small Business
- National Finalist, Ernst & Young Entrepreneur of the Year Award,