



COUNTY OF KENOSHA

COUNTY EXECUTIVE

Jim Kreuser, County Executive

1010 – 56th Street, Third Floor
Kenosha, Wisconsin 53140
(262) 653-2600
Fax: (262) 653-2817

ADMINISTRATIVE PROPOSAL

COUNTY EXECUTIVE APPOINTMENT 2020/21-06

RE: RACINE/KENOSHA COMMUNITY ACTION AGENCY BOARD

TO THE HONORABLE KENOSHA COUNTY BOARD OF SUPERVISORS:

Placing special trust in his judgment and based upon his qualifications, I hereby submit to the honorable Kenosha County Board of Supervisors for its review and confirmation the name of:

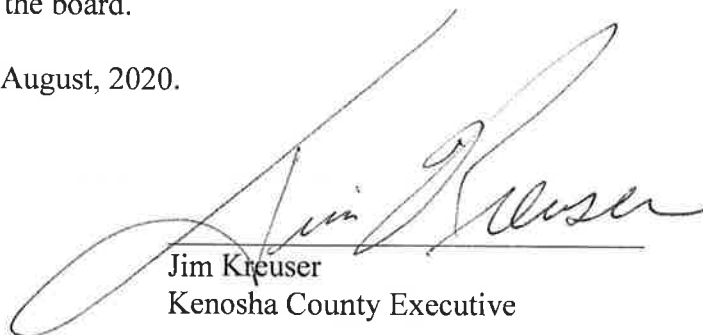
The Honorable Jerry Gulley
Kenosha County Board Supervisor
124 86th Place
Pleasant Prairie, WI 53158

to serve a three-year term on the Racine/Kenosha Community Action Agency Board beginning immediately upon confirmation of the County Board and continuing until the 1st day of September, 2023 or until a successor is appointed by the County Executive and confirmed by the Kenosha County Board of Supervisors.

Mr. Gulley will serve without pay.

Mr. Gulley will be filling a vacancy on the board.

Respectfully submitted this 13th day of August, 2020.



Jim Kreuser
Kenosha County Executive

COUNTY OF KENOSHA
OFFICE OF THE COUNTY EXECUTIVE
JIM KREUSER

APPOINTMENT PROFILE
KENOSHA COUNTY COMMISSIONS, COMMITTEES, & BOARDS

(Please type or print)

Name: Jerry Thomas Gulley

Residence Address:

Previous Address if above less than 5 years: N/A

Occupation: Chief Content Officer, EdLogics

Business Address: 214A 63rd Street, Virginia Beach, VA 23451

Telephone Number: 262-891-7614

Mailing Address Preference:

Email Address: jerry.gulley@kenoshacounty.org

Do you or have you done business with any part of Kenosha County Government in the past 5 years? No

Affiliations: List affiliations in all service groups, public service organizations, social or charitable groups, labor, business or professional organization, and indicate if it was a board or staff affiliation.

Graduate, Leadership Kenosha 2016
Volunteer for KUSD (Nash, Bradford, KTEC and Tremper)
AFS International, Leadership Board, Milwaukee Area Team, National Facilitator,
National Compliance Advisory Group Member
St. Mary's Dominican Republic Mission, January 2019
National Health Literacy Policy

Special Interests: Indicate organizations or activities in which you have a special interest but may not have been actively involved.

I have hosted six sons from different countries and enjoy facilitating intercultural development and learning. Through my employment I work extensively with health education and addressing the social determinants of health.

Nominee's Supervisory District: County District 16

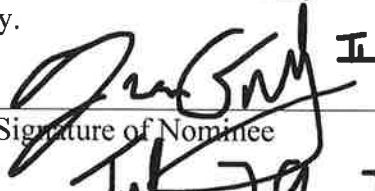
Governmental Services: List services with any governmental unit.

Supervisor, District 16, Kenosha County Board of Supervisors

Additional Information: List any qualifications or expertise you possess that would benefit the Board, Committee, Commission, etc.

Deep experience in employee health benefits, health communications, treatment adherence, pharma DTC advertising, health literacy and public health policy.

Conflict Of Interest: It would be inappropriate for you, as a current or prospective appointee, to have a member of your immediate family directly involved with any action that may come under the inquiry or advice of the appointed board, commission, or committee. A committee member declared in conflict would be prohibited from voting on any motion where "direct involvement" had been declared and may result in embarrassment to you and/or Kenosha County.


Signature of Nominee


Date

Please Return To: Kenosha County Executive
1010 – 56th Street
Kenosha, WI 53140

(For Office Use Only)

Appointed To: _____
Commission/Committee/Board

Term: Beginning _____ Ending _____

Confirmed by the Kenosha County Board on: _____

New Appointment _____ Reappointment _____

Previous Terms: _____

Jerry Gulley

124 86th Place | Pleasant Prairie, WI 53158 | 262-891-7614 | jerry.gulley.ii@gmail.com

- Executive with over 20 years of experience in media management experience including conceptualizing, launching, developing, scaling, monetizing and distributing cross-media brands and products, with serious depth of expertise in the food/culinary, clinical, health and wellness verticals.
- Niche subject matter expert on the intersection of content inventories and technology; taxonomies and creating content hierarchies.
- Deep expertise in formulating editorial strategy and scale content execution, creative content monetization, sales development and partnership development – expert level experience with localizing and translating content.
- Proven expertise in sourcing, developing, mentoring and managing editorial staffs and freelance resources.

EXPERIENCE

Chief Content Officer, EdLogics

April 2014 – Present

- Ultimate responsibility for the strategy and execution of large quantities of literacy-level appropriate clinical, health and wellness content.
- Managed team of editors, writers and clinicians; developed workflows and processes to ensure >40,000 pieces of content remain accurate and timely.
- Served as cross-departmental leader, driving efficiencies between sales, content and product teams.
- Managed relationships with content vendors and prominent, academic institutions.

VP Content Solutions, Healthline Networks

Sept 2007 – April 2014

- Directed 55 employees across multiple functions responsible for editorial, content development, design, clinical expertise and customer acquisition/retention for flagship property and network partners.
- Launched and grew custom ad solutions division scaling from \$0 to >6mm in 24 months. Launched and grew content solutions division scaling from \$0 to >3mm in 12 months.
- Executed industry noteworthy translation project: 3,500 health articles in 17 different localizations for Microsoft; featured in MS' health app.
- Managed SEO/SEM and PVPV-increasing initiatives culminating in 4.5mm total unique visitors per month and the company's social networking strategy including Facebook and Twitter initiatives.
- Managed licensing relationships with >20 content publishers; annual content budget >3mm.

Editor in Chief, Allrecipes.com

Aug 2005 – Feb 2007

- Held executive responsibility for strategy and execution of the company's visual and editorial brand, managing a team of 30 employees including editorial, culinary, recipe management system specialists, design, production and social marketing and an annual budget of >\$2.8mm.
- Participated in company's positioning and growth that led to an acquisition by Reader's Digest and acted as company media rep, conducting ongoing video and audio interviews to build buzz and leverage company position as the "window into America's kitchen".
- Launched and grew proprietary recipe/cooking video subscription services.
- Executed end-to-end redesign streamlining navigation, simplifying site architecture, updating look and feel and adding proprietary CMS to enable efficient recipe publishing. Began the process of localizing Allrecipes.com for other English-speaking and non-English speaking countries.
- Authored the company's recipe taxonomy and tagging system, allowing for rapid repackaging.
- Grew traffic to 10mm UV per month through search engine optimization, integrated marketing/editorial programs and analyzing, tracking and satisfying consumer needs.
- Managed content syndication/licensing relationships with key players in the publishing, CPG and grocer spaces. (Including Yahoo, Safeway and Target.)

Managing Editor, Health Magazine, a Time Inc. publication

March 2003 to Aug 2005

- Senior manager responsible for all aspects of quality, production and budgeting.
- Participated in all aspects of editorial planning and execution.
- Served as interim food editor and managed the title's monthly food news coverage and large food features.
- Acted as internal subject matter expert for the creation of Time Inc.'s company-wide recipe database aggregating over brands and over 30,000 recipes.
- Managed relationships with pre-press and printing facilities, Quad Graphics.
- Managed relationship between editorial and advertising and held ultimate responsibility for separation of church and state.

Senior Editor, Health.com

Feb 2001 to March 2003

- Senior staff member responsible for increasing key metrics of title's web site including heavy focus on leveraging digital content to increase subs.
- Executed two end-to-end site redesigns including the integration of a robust recipe database.
- Worked within Time Inc. as a consultant on digital food content.
- Launched and managed fee-based online weight-loss program.
- Acted as strict brand steward throughout AOL/Time Inc integration and multiple evolutions of business models.

Editorial Director, LevelEdge (a company that facilitated the recruitment of athletes)

Feb 2000 to Feb 2001

- Senior manager responsible for all aspects of site development including marketing, production, editorial, creative, technology and customer service.
- Launched recruitment platform marketed to college recruiters.
- Evolved a single-function paid web service into a content-rich destination for athletes, coaches, parents and recruiters.
- Conceived and managed all aspects of editorial strategy and execution.
- Launched series of sponsored sport-specific summer camps, building brand awareness.

Editor/Product Manager/Executive Producer, Digital Chef/Tavolo

Feb 1996 to Jan 2000

- Designed and launched proprietary recipe database and independent ingredient database.
- Authored company's recipe taxonomy, recipe hierarchy and ingredient taxonomy.
- Led efforts to create volume to weight equivalencies for over 12,000 ingredients.
- Managed relationships with industry contacts at restaurants, associations and celebrity chefs.
- Led a team of 15 editors, producers, culinary professionals and designers.
- Served as product lead, managing all platform launches and enhancements.
- Represented the brand at industry events.

EDUCATION

Stanford University, Professional Publishing Seminar
Culinary Institute of America, Culinary Arts
East Tennessee State University, English/Political Science