

APPLICATION FOR APPOINTMENT – Martin County Board of Zoning
Adjustment – Please Print

ENTERED

JUL - 8 2024

Check One: Mr. Mrs. Ms. Miss Dr.

Name: Rodney W Sturm

Residence Address: 3861 NE Sugarhill Ave
Jackson Beach, FL 32957 Street - City - Zip Code

Mailing Address: SAME Street - City - Zip Code
(if different)

Commission District in which you reside: 1 / D4 Staff will complete.

Are you available year round to attend meetings? yes no If no, what months are you available?

Have you been a Martin County registered voter for at least one year? yes no 2000-24 ✓

Telephone numbers: daytime: 772-214-7361 alternate: _____ alternate: _____
Area Codes are considered 772 unless you note otherwise.

EMAIL: RW Sturm@earthlink.net

Have you ever pled guilty or "no contest" to a crime, been convicted of a crime, had adjudication withheld, prosecution deferred, been placed on probation, received a suspended sentence or forfeited bail in connection with any offense (except minor traffic violations)? Please show all convictions, including driving while intoxicated (DUI) convictions. yes no If yes, please provide the following information:

TYPE OF OFFENCES: _____

DATES: _____

PLACES (city/state): _____

SENTENCES OR FINES: _____

A conviction record does not necessarily disqualify you for consideration. Factors such as age at time of offense, nature of violation, and rehabilitation will be considered. The Martin County Board of County Commissioners retains the right to remove, at will, any appointee to a Board or Committee with or without cause.

EDUCATION/EXPERIENCE: A resume is recommended to be attached containing this and any other information that would be helpful to the Board in evaluating your application. Resume or letter of qualifications attached? yes no

Education: BOIE - Univ of Illinois / MBA Stanford

Employment Experience: ATTACHED

Other experience you feel would be helpful to the Board in making this appointment: _____

CURRENTLY MEMBER OF THE BOZA -
18 YEARS EXPERIENCE

Community Experience and Affiliations: _____

Other County Boards/Committees/Task Forces on which you have served: MARTIN CO.

PUBLIC ART ADVISORY COMMITTEE

Do you or any member of your immediate family work for Martin County or hold a position that might conflict with your duties for this Board/Committee/Task Force? If yes, please explain: _____

REFERENCES: Please list two references:

Rep. JOHN SNYDER DIST 82

Commissioner SARAH HEARD DIST 4

- Appointee is required by State Law and County Ordinance to file a Financial Disclosure Statement as part of the appointment process. A County email will be issued to you if appointed.
- Under penalties of perjury, I declare that I have read the foregoing and that the facts stated in it are true. (Pursuant to Section 92.525 Florida Statutes, falsifying this application is a Third Degree Felony punishable by up to five years imprisonment and up to a \$5,000 fine.)
- Florida law prohibits an advisory board member from doing business with its agency (The County). Section 112.313(3) and (7), Fla. Stat.

Signature: 

Date: 6/30/24

Applications must be filed with Martin County Administration, 2401 SE Monterey Road, Stuart, Florida 34996 by Friday, July 12, 2024. All information submitted becomes public record. If you have any questions, please call (772) 221-1352 or send email to dgordon@martin.fl.us.

Rodney W. Sturm
3861 NE Sugarhill Ave.
Jensen Beach, FL 34957
Tel: 772-225-5433
Cell: 772-214-7361
rwsturm@earthlink.net

BACKGROUND SUMMARY:

Experienced executive with a strong performance record in marketing, international and domestic telecommunications, strategic planning, alliance negotiations, subsidiary and joint venture management, human resources, and technical operations. Significant experience in start-up and turn-around situations. Experience supplemented by an academic background in marketing and engineering.

EXPERIENCES:

MARKETING

Created and directed AT&T Communications' International Marketing organization which included all aspects and disciplines of the marketing process. Developed several new products including USADirect and international telemarketing. Led a large field sales force and developed a foreign sales organization. Formed AT&T Communications' first market management organization and developed the national sales structure and the applications sales approach. Established marketing department structure and staffing for "start-up" company.

TELECOMMUNICATIONS

Managed all aspects of the telecommunications business between the United States and all countries in the Caribbean and Latin America, plus Canada. Managed all aspects of the U.S. domestic business. Established technology department structure and staffing for "start-up" company.

STRATEGIC PLANNING

Led the development and execution of the programs to transition AT&T international communications from a monopoly to a competitive enterprise. Developed and executed introduction and expansion plans for several products, and developed entry strategies for a number of countries. Facilitated development of new mission and strategy for international digital networking company. Developed strategic plans which led to success for several companies.

ALLIANCES AND JOINT VENTURES

Led the negotiation and formation of several international Alliances and Joint Ventures through the ability to create win-win constructs. Directed the operation of these and other Alliances and Joint Ventures to meet business goals and attain profitability.

SUBSIDIARY MANAGEMENT

As CEO restructured and reoriented a troubled \$125M subsidiary to attain market leadership and become a profitable \$280M enterprise. Formed a new subsidiary and as CEO guided it to become a profitable \$60M market leader. Developed direction and control systems for 11 subsidiary companies.

ORGANIZATIONAL DEVELOPMENT

Managed and participated in virtually all aspects of Organizational and Human Resources development, including recruitment, performance management, career planning, recognition and incentive compensation, diversity and sales certification. Effectively led large cross-functional and highly diverse teams. Developed governance and board structure for several non-U.S. companies.

BOARDS OF DIRECTORS

Experienced in serving as Board member in demanding situations, including representation of minority positions:

ATESIA - Italian Telemarketing Joint Venture
JDI - Jamaican Digiport Joint Venture
CANTV - Venezuelan Telecommunications Joint Venture
CATT - Cuban Telecommunications Subsidiary
AT&T Puerto Rico - Puerto Rican Telecommunications Subsidiary
AT&T Virgin Islands - Virgin Islands Telecommunications Subsidiary
ET&T - Canadian Telecommunications Subsidiary
AT&T Americas - International Holding Company
Greater Miami Opera - Performing Arts

WORK HISTORY:

President - Sigma Group (1996-Present)

AT&T:

VP Marketing - Caribbean and Latin American Region (1994-1996)
Chairman & CEO - AT&T Puerto Rico (1990-1995)
Chairman & CEO - AT&T Virgin Islands (1990-1995)
Regional Managing Director - Caribbean & Latin America Region (1990-1994)
Director International Marketing - AT&T Communications (1984-1990)
Sales Vice President - Central States (1982-1984)
Division Operations Manager - Central States (1981-1982)
Division Sales Manager - Eastern States (1978-1980)
Division Marketing Manager - Market Management (1977-1978)
Various Operations, Engineering and Human Resources Positions (1966-1977)

EDUCATION:

Stanford Graduate School of Business
MS Management 1981 - Sloan Fellow

University of Illinois
BS Industrial Engineering 1965

Executive Courses:

International Management Institute - Geneva
The Aspen Institute
Wharton School, University of Pennsylvania
William's College
Rutgers University
Columbia University