



CITY OF ALLENTOWN

No 30778

RESOLUTION

R6- 2024

*Introduced by City Council on January 17, 2024*

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ACIDA  
Sylvester Novak  
Term Expiration: 1/1/2025

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***Resolved by the Council of the City of Allentown, That***

City Council does hereby approve the following appointment to the ACIDA submitted to this Council by Mayor Matt Tuerk.

ACIDA  
Sylvester Novak (Filling the seat of David Olson)  
Term Expiration: 1/1/2025

	Yea	Nay
Candida Affa	X	
Ce-Ce Gerlach	X	
Daryl Hendricks	X	
Santo Napoli	X	
Natalie Santos	X	
Ed Zucal	X	
Cynthia Y. Mota, President	X	
TOTAL	7	0

***THIS IS TO CERTIFY, That the above copy of Resolution No. 30778 was adopted by the City Council of Allentown on the 17<sup>th</sup> day of January, 2024, and is on file in the City Clerk's Office.***

*Michael P. Hall*  
 \_\_\_\_\_  
 City Clerk




**MATT TUERK  
MAYOR**

435 Hamilton Street  
Allentown PA 18101

OFFICE • 610.437.7546 EMAIL • Matt.Tuerk@allentownpa.gov

**TO:** Michael Hanlon  
City Clerk

**FROM:** Matt Tuerk   
Mayor

**DATE:** December 12, 2023

**SUBJECT:** Authorities, Boards, Commissions Appointments

Mayor Tuerk has approved the following appointment for City Council's consideration.

<u>Name</u>	<u>Authority/Board/Commission</u>	<u>Term to Expire</u>
Sylvester Novak	ACIDA	12/20/2028

Novak will be filling the seat of Linda Rosenfield on the Authority, whose term has expired.  
His resume is attached.

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# SYLVESTER NOVAK

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2321 Riverbend Road, Allentown, PA 18103 ♦ C: 610-597-4287 ♦ slynovak58@gmail.com

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## PROFESSIONAL SUMMARY

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Experienced Professional Sales Manager with expertise in sales, marketing and product management. Results oriented and self motivated.

## SKILLS

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Strong people and relationship skills  
Highly Motivated  
Extensive business experience  
Positive and upbeat thinker  
Solutions oriented problem solver

Proven Professional  
Organized  
Experienced meeting planner and coordinator  
Strong public speaker

## WORK HISTORY

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**Account Executive, 11/2014 to Current**

**United Bags, Inc. – St. Louis, Mo**

Responsible for developing new accounts and managing all aspects of maintaining those accounts including contract negotiations, order processing, invoicing, receivables, payables and vendor managed inventory.

**Senior Account Manager, 03/2007 to 11/2014**

**Graphic Packaging International – Atlanta, GA**

Developed new accounts and maintained existing account portfolio. Responsibilities included sales, contract negotiation, product development and design, order processing, inventory control and customer relations.

**Senior Account Manager, 01/2002 to 03/2007**

**Smurfit-Stone Container – Chicago, IL**

**Regional Sales Manger, 08/1996 to 09/2002**

**Smurfit-Stone Container – Chicago, IL**

Managed an eight person sales team and was responsible for overseeing all sales and account activity and managing personnel for an \$80 million sales region covering 13 states. Responsibilities included hiring and training sales staff, developing annual sales plan and budget that included growth of existing accounts and expansion of sales with key target accounts. Built strong relationships with key customer contacts at all levels of procurement, production and senior management.

**Marketing Manager, 08/1993 to 08/1996**

**Smurfit-Stone Container – Chicago, IL**

Managed the marketing staff of a \$500 million division and oversaw all aspects of marketing activity. Responsibilities included interaction with manufacturing, sales, finance and senior management to develop a comprehensive marketing plan that targeted key markets and growth opportunities.

Was instrumental in composing the annual division business plan identifying strategic markets and growth opportunities and coordinating all resources to maximize returns and performance through proper asset utilization.

**Product Manager, 05/1991 to 08/1993**

**Stone Container – Chicago, IL**

Developed a plan that coordinated the efforts of sales, marketing and manufacturing that identified key growth opportunities and maximum utilization of assets.

Designed and implemented a finished goods inventory control program that reduced finished goods by 60% in the first year.

Trained sales and production managers in implementation of inventory program and other cost savings initiatives.

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## EDUCATION

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**Bachelor of Science: Business Administration, Marketing Major, Management Minor, 1980**

**Bryant University - Smithfield, RI**