



Ray O'Connell, Mayor
City of Allentown
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Allentown, PA 18101-1699
Office 610.437.7546
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Ray.OConnell@allentownpa.gov

TO: Michael Hanlon
City Clerk

FROM: Ray O'Connell *ROC*
Mayor

DATE: October 7, 2020

SUBJECT: Authorities, Boards, Commissions Appointments

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

<u>Name</u>	<u>Authority/Board/Commission</u>	<u>Term to Expire</u>
Louis Holzman	Human Relations Commission	01/05/2022

Mr. Holzman is fulfilling the unexpired term of Shalon Buskirk. She resigned from this commission. His resume is attached for your review.

ROC/kal

Attachments

RECEIVED

SEP 29 2020

REQUEST FOR APPOINTMENT
MAYOR'S OFFICE

DATE August 22, 2020

AUTHORITY, BOARD OR COMMISSION YOU ARE REQUESTING APPOINTMENT TO: Human Relations Commission

NAME: Louis Holzman

HOME ADDRESS: 1001 S 8th Street Apt 1 Allentown PA 18103

BUSINESS ADDRESS: _____

TELEPHONE NO. (RESIDENCE) 6106742870 **BUSINESS** _____

EMAIL: louis@queencityrealty.net

PRESENTLY EMPLOYED BY: Altitude Marketing, LLC

JOB TITLE: Director, Business Development

EMPLOYMENT (Prior): Omne Solutions, LLC

EDUCATION:

HIGH SCHOOL GRADUATE: YES NO
COLLEGE OR UNIVERSITY GRADUATE YES NO
DEGREE/FIELD OF STUDY B.S. Science Athletic Training

CURRENT MEMBERSHIP IN ORGANIZATIONS AND OFFICES: Allentown Young Professionals - Vice President & Co-Founder

Queen City Realty, LLC - Founder & Principal

Allentown Arts Commission - Vice Chair

Allentown Youth Soccer Club - Coach, Web Services, Marketing & Volunteer Support

Big Brothers Big Sisters of Lehigh Valley - Big Brother & Marketing Committee

PAST ORGANIZATIONAL MEMBERSHIP AND OFFICES

HELD: Pediatric Cancer of Lehigh Valley - Marketing Committee

South Parkland Youth Association - Coach

Start Up Grind Lehigh Valley - Event Planer

DO YOU LIVE IN THE CITY OF ALLENTOWN: **YES** **NO**

DO YOU HAVE A SIGNIFICANT "BUSINESS" OR "PROPERTY" INTEREST IN ALLENTOWN? PLEASE EXPLAIN:

Yes, my small family business, Queen City Realty, has 4 multi-unit buildings
10 units total.

ARE YOU A REGISTERED VOTER: **YES** **NO**

WHY ARE YOU INTERESTED IN THIS APPOINTMENT? BE SURE TO INCLUDE WHAT VALUE YOU WILL BRING TO THE BOARD:

I've lived in Allentown all my life, invest in Allentown through my business,
am on another city commission that is all about bridging the gaps in our neighborhoods
through art and culture, and helped establish a nonprofit in Allentown focused on our youth
and bridging the gaps between communities that feel left out or disenfranchised during the new
growth and development of our city.

DO YOU ANTICIPATE A CONFLICT OF INTEREST BY SERVING AS A MEMBER OF AN AUTHORITY, BOARD OR COMMISSION: **YES** **NO**

IF YES,
EXPLAIN: _____

IF YOU ARE BEING CONSIDERED FOR REAPPOINTMENT, PLEASE INDICATE HOW MANY TERMS YOU HAVE SERVED _____ AND THE YEAR YOU WERE FIRST APPOINTED _____.

NOTE: This information will be used for making appointments to authorities, boards and commission and in the event you are appointed/reappointed, it may be used as a news release to identify you to the community.

Louis Hoffman

Signature

8/22/2020

Date

Please forward this request for appointment, along with a resume to:

**Mayor's Office
City Hall
435 Hamilton Street
Allentown, PA 18101**

Contact

6106742870 (Mobile)
louis@altitudemarketing.com

www.linkedin.com/in/
louiswholzman (LinkedIn)

Top Skills

Leadership
Marketing
Customer Service

Languages

English (Native or Bilingual)

Certifications

Talent@Work
Business Writing Fundamentals
Landlord Training Program: Keeping
Illegal Activity Out Of Rental Property

Louis Holzman

Director, Business Development | Non-Profit Founder | Real Estate
Investor
Allentown

Summary

A natural born connector, Louis Holzman has an innate entrepreneurial spirit and believes the “right fit” has to happen organically – whether it’s a business partnership or a personal goal.

Louis is Director of Business Development for Altitude Marketing, seeking out potential clients and developing partnerships for the B2B agency. In 2016, he joined Altitude as Manager of Business Development. Previously, Louis was Business Development/ Marketing Director for Omne Solutions, LLC. He earned a bachelor’s degree from West Chester University of Pennsylvania in 2015.

Louis is active in the community, serving in a number of volunteer roles. He is a founding member and vice president of the Allentown Young Professionals and the vice-chair of the Allentown Arts Commission. He is a big brother for Big Brother and Big Sisters of the Lehigh Valley, and he supports fundraising and marketing for the Pediatric Cancer Foundation of the Lehigh Valley. Louis is a coach, board member and marketing volunteer for the Allentown Youth Soccer Club. A drummer, Louis is part of the band The Front End. He also is an owner of the property rental company Queen City Realty.

Feel free to connect with me!

Experience

Altitude Marketing

4 years

Director, Business Development

October 2019 - Present (1 year)

Allentown, Pennsylvania Area

Altitude is a full-service, integrated B2B marketing agency serving technology-oriented companies. Here, overarching strategy – rather than short-term tactics – drives marketing efforts. Headquartered in Pennsylvania's Lehigh Valley, near Philadelphia, Princeton and New York, and within driving distance of Boston and Washington, D.C., our team is well situated to serve clients in our own backyard, across the country and around the globe. Our current clients hail from Silicon Valley to Switzerland and from New York to the Netherlands.

Any and all things sales, business development through strategic partnerships, metrics and reporting to close the feedback loop between marketing and sales. Inbound & outbound lead generation and determination of "fit" for our business. Pipeline development and management, community events and industry trade shows/conferences. Technology to streamline the process and boost performance, CRM, content repository, landing pages are all parts of the puzzle I provide insight and feedback to my team to ensure we are generating the best results as possible.

Manager Business Development

October 2016 - October 2019 (3 years 1 month)

Emmaus, Pennsylvania

- Navigate the sales triage of inbound requests from Altitude's digital funnel, schedule email and phone follow ups
- Make outbound sales calls and emails
- Close new business
- New client Prospecting
- Sales Reporting
- Maintain Salesforce.com process planning and administration
- Write and deliver proposals
- Assist in Altitude promotion and marketing
- Establish a local footprint for the brand and bring in new business with an outbound approach
- Proficient in SalesForce

Queen City Realty, LLC

Principal

March 2017 - Present (3 years 7 months)

Allentown, Pennsylvania

A small, family owned and operated business with apartments close to the heart of Allentown's downtown revival. Urban living in beautifully restored 1 to 3 bedroom apartments, with historic charm intact, and walkable to markets, restaurants, shops, schools, hospitals, and more.

Omne Solutions, LLC

1 year 2 months

Business Development | Marketing Director

January 2016 - October 2016 (10 months)

I am a creative problem solver helping Omne Solutions reach our marketing and sales goals with effective solutions for print, web and social media outlets.

- Responsible for establishing business in a new market territory of Lehigh Valley
- Lead generation and qualification for sales
- Professional networking and out-bound branding
- Referral partnership and business relationship consultant
- Financing overall branch yearly budget
- Create and implement comprehensive marketing plans
- Create and implement strategic branding campaigns
- Design, maintenance and distribution of all promotional materials such as brochures, sales tools, event flyers and RSVPs, and client qualification forms.
- Variety of external and internal communications including video content, blogging and email campaigns
- Manage all company social media accounts: Facebook, Google+, Twitter, LinkedIn, Youtube, SoundCloud, Alignable
- Maintain brand standards in everyday tasks
- Work closely with the Managing Partners
- Obtain client feedback and testimonials through email and Survey Monkey to create Case Studies
- Create in-house photo/video production including script writing, Audio/Visual Operation, actor/speaker in company video
- Work with front end team to develop a new website to act as a digital sales funnel as well as manage the content
- Develop market research materials and presentations
- Assist new hires in orientation process
- Proposals for clients including financial estimations
- Maintain and update our contact database

Consultant

September 2015 - January 2016 (5 months)

- Responsible for generating leads, going to networking events, and bringing in new sales
- Outside sales independent contractor
- Proficient in Hubspot CRM

Vemma

Sales Affiliate

July 2013 - August 2015 (2 years 2 months)

-Public Speaking

-Entrepreneurship

-Traveled the country building groups of individual distributors for the Vemma products

-Health Coaching

-Lead small individual business teams, meetings, and worked with mentors to strengthen each team.

Education

West Chester University of Pennsylvania

Bachelor of Science (B.S.), Athletic Training/Trainer · (2011 - 2015)

William Allen High School

· (2007 - 2011)