

For Office Use Only: (Date Received: _____)

- ATSB
- AYA
- BA
- BR
- CCB

- CMN
- CRWC
- EC
- EDC
- HDC

- LDFA
- OPC
- PC
- RARA
- RAYA

- TC
- ZBA

OTHER:

CANDIDATE QUESTIONNAIRE

NAME Steven Wagg COUNCIL DISTRICT _____
 ADDRESS _____ ZIP _____

PHONE (home) _____ PHONE (business) _____

ROCHESTER HILLS RESIDENT FOR _____ YEARS

OCCUPATION _____

BOARDS/COMMISSIONS ON WHICH YOU WANT TO SERVE _____

INTERESTS/REASONS/QUALIFICATIONS _____

BOARDS/COMMISSIONS ON WHICH YOU HAVE SERVED (LIST MUNICIPALITIES AND DATES) _____

ELECTIVE OFFICES THAT YOU HAVE HELD _____

OTHER ORGANIZATIONS _____

PERTINENT EDUCATION _____

HOBBIES/INTERESTS _____

ANY ADDITIONAL INFORMATION THAT YOU WISH TO PROVIDE _____

Signature Steven Wagg Date 9/11/06

Please send completed forms to: City of Rochester Hills, Clerk's Office, 1000 Rochester Hills Drive, Rochester Hills, MI 48309. Questionnaires may also be faxed to the CLERK'S OFFICE AT 248/656-4744. THIS INFORMATION WILL BE KEPT ON FILE IN THE MAYOR'S/CLERK'S OFFICE AND IS NOT CONFIDENTIAL. QUESTIONNAIRES ARE REVIEWED BY THE MAYOR, CITY COUNCIL AND OTHER APPROPRIATE PERSONNEL AS VACANCIES OR OPENINGS OCCUR ON THE VARIOUS BOARDS AND COMMISSIONS.

9/11/2006

RECEIVED

Susan Galeczka
Deputy Clerk
City of Rochester Hills, MI

SEP 13 2006

Rochester Hills
City Council

Subject: Candidate Questionnaire
Dear Susan,

Please permit me to provide the questionnaire information in this separate format.

Steven Wagg
3035 Kenwood Dr
Rochester Hills, MI 48309

Home Phone: 248-377-4453

Rochester Hills Resident for 10 years

Occupation: Director of Strategic Marketing, General Motors Corporation

Boards/Commissions on which you want to serve:

Board of Review	Brownfield Redevelopment Authority
Economic Development	Green Space Advisory Board
Planning Commission	Zoning/Sign Board of Appeals
Southeast Michigan Council of Governments	

Interests/Reasons/Qualifications:

Master of Urban Planning conferred from Wayne State University
Served as Housing Planner for Southeast Michigan Council of Governments

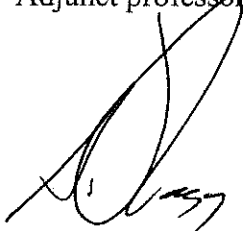
I have never served in any elected capacity however I served on the Quail Ridge Subdivision Homeowners Board for four years.

Pertinent Education:

In addition to a Master of Urban Planning, I hold an MBA from Wayne State

Other Hobbies/Interests

Adjunct professor of marketing at Oakland University





Steven M. Wagg
 Director
 Strategic Marketing
 Business Development

Tel 313 667 5031
 Fax 313 665 0334
 Cell 313 549 3653
 steve.wagg@gm.com

General Motors Corporation
 100 Renaissance Center
 Mail Code 482 AS9-B86
 Detroit, MI 48265

For Office Use Only: (Date Received)

- | | | |
|-------------------------------|-------------------------------|-------------------------------|
| <input type="checkbox"/> ATSB | <input type="checkbox"/> CMN | <input type="checkbox"/> LDFA |
| <input type="checkbox"/> AYA | <input type="checkbox"/> CRWC | <input type="checkbox"/> OPC |
| <input type="checkbox"/> BA | <input type="checkbox"/> EC | <input type="checkbox"/> PC |
| <input type="checkbox"/> BR | <input type="checkbox"/> EDC | <input type="checkbox"/> RARA |
| <input type="checkbox"/> CCB | <input type="checkbox"/> HDC | <input type="checkbox"/> RAYA |

CANDIDATE QUESTIONNAIRE

NAME Steven Wagg COUNCIL DISTRICT _____

ADDRESS 3035 Kenwood dr. ZIP 48309

PHONE (home) 248-377-4453 PHONE (business) 313-667-5031

ROCHESTER HILLS RESIDENT FOR 10 YEARS

OCCUPATION Automotive Marketing

BOARDS/COMMISSIONS ON WHICH YOU WANT TO SERVE Planning Commission

INTERESTS/REASONS/QUALIFICATIONS

Worked for SEMCO as housing planner, Master of Urban Planning from WSU

BOARDS/COMMISSIONS ON WHICH YOU HAVE SERVED (LIST MUNICIPALITIES AND DATES)

- 0 -

ELECTIVE OFFICES THAT YOU HAVE HELD

- 0 -

OTHER ORGANIZATIONS

PERTINENT EDUCATION

HOBBIES/INTERESTS

ANY ADDITIONAL INFORMATION THAT YOU WISH TO PROVIDE

Adjunct Professor, Master of Urban Planning at Central University

Signature [Signature] Date 6/14/06

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RECEIVED

JUN 14 2006

Steven M. Wagg

3035 Kenwood Dr • Rochester Hills, MI 48309 • (248) 377-4453
steve.wagg@gmail.com

PROFESSIONAL OVERVIEW

Served in executive capacities for the past 17 years of my 30 year tenure at General Motors. Planning experiences included the development of a business planning process for Chevrolet Division and bringing to market the company's first four door small sport utility. As a field zone manager, led the activities of 10 district sales managers and was responsible for the performance of 180 Chevrolet dealers in the South Central Region. Upon the implementation of GM's Brand Management system in 1996, successfully managed the sales and profitability of GM's highest volume passenger car brand. Applied theoretical and practical marketing experience to the role of director of GM's Marketing Training, developing and delivering curricula for internal sales and marketing training. As the vehicle sales, service and marketing director of GM's global manufacturing system, led a team that successfully used process mapping to identify and eliminate \$400 million in structural cost. Most recently, as Director of Strategic Marketing, developed the marketing strategy for alternative propulsion vehicles including ethanol.

Direct Dealer Sales
Business Planning
Urban Planning
University Teaching

Marketing Planning- Small Trucks
Field Sales Zone Manager
Brand Manager

Marketing Training
GMS
Strategic Planning

General Motors Corporation

Director, Strategic Marketing

April 2005 – Present Detroit, MI

- Provide General Motor's sales and marketing leadership with coordinated cross brand expertise in positioning, segmentation, targeting, portfolio planning and consumer behavior. Developed a rationalized branding strategy for alternate propulsion vehicles including GM's ethanol strategy.

Director, Global Manufacturing System (GMS)

2004 – 2005

- Reported to the Group VP for Sales, Service and Marketing
- Used value stream mapping and root cause analysis to identify and eliminate non-value added work and waste from non-manufacturing processes resulting in a \$400M reduction in structural cost.

Director Marketing College, GM University

2001 – 2004

- Managed marketing education curriculum for Vehicle Sales Service and Marketing.
- Developed and administered courses in positioning, advertising, sales promotion, enterprise customer management and vehicle launches
- Developed and administered workshops and seminars on marketing related issues.

Steven M. Wagg – page 2

Brand Manager, Chevrolet Cavalier

1996 – 2001

- Successfully managed GM's best selling passenger car, exceeding sales and market share forecasts in all five years
- Managed \$100 M annual advertising and sales promotion budget
- Met or exceeded profit, revenue and contribution goals with consistency
- Managed cross functional brand team consisting of product planning, marketing, financial, advertising, distribution and communications representatives
- Developed brand positioning and advertising for television, radio, print and outdoor
- Managed GM's cause marketing initiative " Concept: Cure"
- Taught courses at GM University in brand positioning, creative advertising and brand management fundamentals

Zone Manager, Chevrolet

1993 - 1996

Memphis, TN

- Managed 180 retail dealerships and 10 wholesale field contact District Managers
- Improved sales, market share and customer satisfaction efficiency to nation

Segment Manager, Chevrolet Small Trucks

1992 - 1993 *cks*

- Marketing representative in the final development of S10 Pickup and Blazer
- Developed brand positioning and retail launch plan

Manager, Chevrolet Business Planning

1989 - 1992

- Developed, facilitated and implemented a simplified Divisional business plan and process

Marketing Planner, Large Utilities and Pickups

1983 - 1989

- Provided voice of the customer input to the planning and launch of the GM's most profitable vehicle program.

Various Non-Executive Sales and Marketing Positions

1977-1983

Southeast Michigan Council of Governments

1975-1977

- Reviewed and recommended approval for member's A95 Community Development Block Grant Applications
- Reviewed new housing proposals for compliance with regional traffic and land use plans.

School of Business Administration, Oakland University

2002 - Present

Adjunct Marketing Professor

- Teach a variety of undergraduate and graduate marketing courses.

EDUCATION

Wayne State University

Detroit, MI

- Masters of Business Administration
- Masters of Urban Planning

Oakland University

Rochester Hills, MI

- Bachelors of Arts, with Honors