



# CITY AND COUNTY OF DENVER

PRIVILEGED AND CONFIDENTIAL WORK PRODUCT

MICHAEL B. HANCOCK  
Mayor

To: Mayor Michael B. Hancock  
From: Romaine Pacheco, Director  
Date: September 12, 2022

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**BOARD:** BID— West Colfax Board of Directors

**STAFF:** Dan Shah

## BACKGROUND:

Members - 7  
Terms – 3 Years  
Confirmation - Yes

The BID's responsibilities include creating a quality and supportive environment that enhances the ability of the district's retailers, property owners and tenants to prosper individually and collectively. Some services include trash and graffiti removal, maintenance of the trash receptacles, pedestrian light poles, banners and installation of wayfinding kiosks, art murals and sculptures, and benches. Other initiatives and efforts include working with the police and providing small safety grants to the district ratepayers, and helping businesses navigate through city channels.

## RECOMMENDATION:

Jennifer Sevcik, Denver (F)(C) to serve as a property owner in the District for a term expiring March 1, 2025, appointed.

## ACTION NEEDED:



Appoint Sevcik



Please provide additional candidates to consider.



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## BAC-8348

### Contact Information

|                        |                    |  |               |
|------------------------|--------------------|--|---------------|
| <b>Contact Name</b>    | Jennifer Sevcik    | <b>Home Address</b>                          | 4307 Depew St |
| <b>Preferred Phone</b> | 7209886469         | <b>Home City</b>                             | Denver        |
| <b>Preferred Email</b> | jen@dualityfit.com | <b>Home State</b>                            | CO            |
| <b>Other Phone</b>     |                    | <b>Home Zip</b>                              | 80212         |
| <b>Other Email</b>     |                    | <b>County</b>                                | Denver        |
| <b>DOB</b>             | [REDACTED]         | <b>Hispanic or Latino origin or Descent?</b> | No            |
| <b>SSN</b>             | [REDACTED]         | <b>Race/Ethnicity</b>                        | Caucasian     |
| <b>Gender</b>          | Female             | <b>Other Ethnicity</b>                       |               |
| <b>Other Gender</b>    |                    | <b>Salutation</b>                            | Mrs.          |

### Board Information

|                        |   |   |  |
|------------------------|---|---|--|
| <b>Board Name</b>      | West Colfax Business Improvement District | <b>Other boards or commissions served</b> |  |
| <b>Status</b>          | New                                       | <b>Resigned</b>                           |  |
| <b>Term Start Date</b> |   |   |  |
| <b>Term End Date</b>   |   |   |  |

### Work Information

|                         |            |                     |                   |
|-------------------------|------------|---------------------|-------------------|
| <b>Employer</b>         | Duality    | <b>Work Address</b> | 4635 W Colfax Ave |
| <b>Position</b>         | Owner      | <b>Work City</b>    | Denver            |
| <b>Business Phone #</b> | 7209886469 | <b>Work State</b>   | CO                |
| <b>Work Email</b>       |            | <b>Work Zip</b>     | 80204             |

### Additional Information

|  |        |                                  |    |
|--|--------|----------------------------------|----|
| <b>Are you a registered voter?</b>     | Yes    | <b>Objection to appointment?</b> | No |
| <b>If so, what county?</b>             | Denver | <b>Special Information</b>       |    |
| <b>Denver City Council District No</b> | 1      |                                  |    |

### Education and General Qualifications

|  |           |  |  |
|--|-----------|--|--|
| <b>Name of High School</b>             | Heritage  | <b>Name of Graduate School</b>             |  |
| <b>Location of High School</b>         | Littleton | <b>Location of Graduate School</b>         |  |
| <b># of Years Attended High school</b> | 4         | <b># of Years Attended Graduate School</b> |  |
| <b>Did you Graduate</b>                | Yes       | <b>Did you Graduate</b>                    |  |

## High School

## Graduate Major

Name of College Colorado State  
 Location of College  
 # of Years Attended College 4  
 Did you Graduate College Yes  
 Undergrad Major Marketing

## Reference Details

Reference Name #1 Basha Cohen Reference Email #1 basha@littlemanicecream.com  
 Reference Phone #1 9179239143 Reference Address #1

Reference Name #2 Angela Neri Reference Email #2 angela@sfhospitalitygroup.com  
 Reference Phone #2 6192496507 Reference Address #2

Reference Name #3 Nattiel Fontaine Reference Email #3 nattiel@dualityfit.com  
 Reference Phone #3 7203608684 Reference Address #3

Agree to a background check

Owner Romaine Pacheco

Created By Denver Integration, 9/1/2022 3:10 PM

Last Modified By Romaine Pacheco, 9/12/2022 12:09 PM

## Notes &amp; Attachments

Jennifer Sevcik Resume 2022 v2.doc

Type Attachment

Last Modified Denver Integration

Description

[View file](#)

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# *Jennifer Sevcik*

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4307 Depew St Denver, CO 80212  
Phone: 720-988-6469 Email: [JenniferSevcik@yahoo.com](mailto:JenniferSevcik@yahoo.com)

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## **PROFESSIONAL PROFILE**

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- Dynamic and ambitious sales professional with a track record of consistently meeting and exceeding established quotas and objectives in medical device sales
- Skilled communicator with confirmed ability to understand and convey complex product knowledge, build rapport, and develop strong relationships with customers
- Proven overachiever with capability to close sales, generate new customers and expand existing accounts in a fast-paced, highly technical industry
- Motivated and passionate self-starter who is adept at working independently with minimal supervision, as well as contributing to a team as a productive team member
- Customer focused consultant with strong interpersonal skills and demonstrated ability to handle customer questions and objections
- Intelligent and hungry go-getter with exceptional level of technical competence with regard to product knowledge and surgical procedures

Areas of Strength include:

- |                           |                         |                             |
|---------------------------|-------------------------|-----------------------------|
| • Product Knowledge       | • Territory Management  | • Consultative Sales        |
| • Partnership Development | • Competitive Analysis  | • Account Management        |
| • Customer Satisfaction   | • Territory Penetration | • Customer Needs Assessment |

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## **PROFESSIONAL EXPERIENCE**

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**Area Sales Manager, Orthofix Inc, January 2014- present**

*Responsibilities:*

- Strategic area management: develop and communicate a strategic vision for the territory and establish an aligned area business plan to foster the development of local and regional account-specific business plans
- Devise and track business metrics to enhance productivity and improve performance and communicate best practices across the organization
- Evaluate strategy, resource allocation and utilization, profitability, business results, and customer goal attainment to maximize outcomes and apply corrective action when targets are not achieved
- Customer management and business partnering: coordinate efforts with business partners across the territory to deliver customer excellent, coordinate selling activities, reduce redundancy, achieve sales quota and increase market share
- Champion for teamwork and collaboration with the region and across internal and external business partners; establish effective communication process throughout the team and partner to ensure that information is shared openly and key stakeholders remain involved
- Talent management: recruit, select and hire an effective, qualified and diverse team while providing continuous coaching and development to improve effectiveness of the team

*Notable Accomplishments:*

- Top Area Sales Manager in country: 2014, 2015, 2016, 2017, 2018; ranking based on revenue production, percentage to quota and year over year growth
- Increased total revenue from 3.5 million in 2014 to 9 million in 2022 with consistent year over year growth
- Nominated to National Steering Committee in 2018; attend quarterly meetings to strategize with senior management on the direction of the BioStim division
- Legacy Award Winner in 2017 – top company award
- Multi-million dollar club member in 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022
- Quota Buster club member in 2014, 2015, 2016, 2017, 2018, 2019, 2020

**Territory Manager, Orthofix Inc, January 2011 – 2014**

**Responsibilities:**

- Responsible for achieving sales results at or above established quotas for BioStim Bone Growth Stimulation division while expanding customer base and maintaining current accounts
- Provided direct, personal, and timely service, via a consultative approach, to neurosurgeons and orthopaedic spine surgeons, staff, patients and third party payers
- Provided education and support at local hospital accounts to effectively support and implement policy and strategy
- Trained medical personnel and patients on the proper use and care of Orthofix products
- Managed and directed a team of 10+ authorized Orthofix distributors and 1099 employees

**Notable Accomplishments:**

- In 2014, ranked #1 out of 129 sales reps. In 2013, ranked #1 out of 137 sales reps. In 2012, ranked #2 out of 155 sales reps with 3.79 million dollars in revenue
- Nominated to Sales Advisory Council Board in 2013; attend quarterly meetings to strategize with senior management on the direction of the BioStim division
- Rookie of The Year 2012
- President's Club Award 2012
- President's Club Award in 2010
- President's Club Award in 2008
- Multi-million dollar club member in 2008, 2009, 2010, 2011, 2012, 2013, 2014
- Quota Buster club member in 2008, 2009, 2010, 2012, 2013, 2014

**Owner and President, Duality Fitness, May 2019 – present**

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**EDUCATION**

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Colorado State University, Fort Collins, Colorado

*Bachelor of Science in Business Administration and concentration in Marketing, 2006*

Graduated Summa Cum Laude

Personal and Professional References available upon request