

## City Council Application

First Name	James
Last Name	Bates
Phone Number	
Cell Phone Number	
Email Address	
Street Address	
Place of Employment	Currently Unemployed
Position	N/A
Length of residence in Cleveland Heights	5 years
Are you a registered Cleveland Heights voter?	Yes
<b>What do you think would be your role as a member of City Council? What are your priorities for our community and are there areas in which you believe the City needs improvement? How would your service on City Council help achieve those goals and improve the City?</b>	As a member of Cleveland Heights City Council, my role would be to serve as a responsible steward of the community's resources, a collaborative policymaker, and a strong advocate for residents. I believe councilmembers must listen first, understand the diverse needs across our neighborhoods, and make decisions rooted in transparency, equality, and long-term sustainability.  My top priorities for our community would be housing and economic development. Housing is foundational. Stable, safe, and attainable housing supports strong schools, healthy families, and vibrant neighborhoods. I would work to expand and champion quality housing options, support responsible development that respects neighborhood character, and address vacant or blighted properties through proactive code enforcement, rehabilitation incentives, and

partnerships with local organizations.

Economic development is equally vital.

Cleveland Heights has incredible potential. We boast walkable business districts, historic architecture, and a community that values local entrepreneurship. I would focus on revitalizing commercial corridors, attracting new businesses, supporting existing small businesses, and making the city more business-friendly through streamlined processes, clearer standards, and targeted investment. Success in economic development increases the tax base, supports city services, and creates jobs for residents.

There are areas where the City can improve. We can enhance communication and consistency in city services, strengthen relationships with residents and business owners, and ensure that development processes are modern, predictable,...

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... and efficient. I believe we must also better connect policy with execution—making sure our plans translate into measurable progress.

My service on City Council would help achieve these goals by bringing a solutions-oriented, collaborative approach to policymaking. I would work to align city departments, neighborhood groups, and business stakeholders around shared priorities. I value data-driven decision-making, but I also understand the importance of listening to the lived experience of residents. By championing thoughtful housing policy and proactive economic development strategies, I would aim to help Cleveland Heights grow in a way that is sustainable, inclusive, and true to the character of our community.

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**What special qualities, abilities, skills, insights or perspectives do you possess which would be of value in serving on Cleveland Heights City Council? What working knowledge of City Council meetings do you currently have?**

Ultimately, my goal is simple: to help make Cleveland Heights a place where people want to live, start a business, and stay for generations.

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I bring a combination of professional experience, analytical skills, and a collaborative mindset that would be valuable in serving on Cleveland Heights City Council. My background has trained me to listen carefully, synthesize complex information, and work across differing perspectives to reach outcomes that serve a broader goal. I am comfortable evaluating policy proposals, asking thoughtful questions, and focusing discussions on measurable results rather than rhetoric.

One of my key strengths is strategic problem-solving. I approach challenges by identifying root causes, weighing short and long-term impacts, and seeking solutions that are fiscally responsible and sustainable. This perspective is particularly important when addressing issues like housing and economic development, where decisions made today shape the city for decades.

I also bring strong communication and relationship-building skills. I am experienced in engaging stakeholders, facilitating productive conversations, and translating complex issues into clear, understandable terms for diverse audiences. These abilities help build trust between residents, city staff, and elected officials. I believe this is an essential component of effective local governance.

In addition, I value process and accountability. I understand the importance of clear policies,

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consistent enforcement, and transparent decision-making. I am detail-oriented and prepared to do the work outside of meetings including but not limited to reviewing legislation, budgets, and reports so that City Council discussions are informed and productive.

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Regarding my working knowledge of...

... City Council meetings, I am familiar with their structure and purpose, including agenda-setting, committee work, public comment, and legislative action. I understand the role of councilmembers in reviewing ordinances and resolutions, working with city administration, and representing constituent concerns. I regularly follow council discussions and understand the expectations for professional conduct, collaboration, and adherence to Ohio's open meetings and public records laws.

Ultimately, the perspective I bring is one of service, preparation, and collaboration. I am committed to learning continuously, engaging respectfully with differing viewpoints, and contributing constructively to a City Council that works effectively for all residents of Cleveland Heights.

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**What educational training (formal or informal), employment and other life experiences have helped you develop the qualities, abilities, etc., described above?**

My educational background, professional experience, and life experiences have directly shaped the skills and perspectives I would bring to Cleveland Heights City Council. My studies in Business Administration and Communications provided a strong foundation in critical thinking, strategic planning, and effective communication. I possess the skills that are essential for evaluating policy, budgets, and development proposals at the municipal level.

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Professionally, I have built a career in partner relationship management, enablement, and strategic execution, working in complex, cross-functional environments with measurable accountability for outcomes. In roles spanning global partner enablement, business development, training, and operations, I have consistently been responsible for aligning stakeholders, building programs from the ground up, and ensuring that strategies translate into real-world results. These experiences have strengthened my ability to analyze data, manage projects, and make informed decisions—core competencies for City Council service.

My work leading onboarding, certification, and training programs across multiple organizations sharpened my understanding of process design, accountability, and performance measurement. Whether developing role-based certification programs, managing learning systems, or analyzing performance metrics to drive improvement, I have learned the importance of setting clear expectations, tracking outcomes, and continuously improving systems—an approach I would bring to housing policy, economic development initiatives, and city...  
... operations.

Additionally, my experience in business development and operations management has given me firsthand insight into what businesses need to succeed: predictable processes, clear communication, and consistent standards. Managing sales targets, operational compliance, and customer satisfaction taught me how policy and administration directly affect economic

activity. My perspective is particularly relevant as Cleveland Heights works to strengthen its commercial corridors and support local businesses.

Equally important, my career has emphasized collaboration and relationship-building. I have worked extensively with marketing, product, sales, and operations teams, as well as external partners, to align priorities and execute shared goals. This experience has prepared me to work constructively with fellow councilmembers, city staff, residents, and business owners, even when viewpoints differ.

Beyond formal employment, my civic and community involvement has reinforced my commitment to equality, transparency, and community-centered decision-making. These experiences have shaped my understanding that effective leadership requires listening, accountability, and respect for diverse perspectives.

Together, my education, professional background, and life experience have equipped me with the strategic mindset, communication skills, operational discipline, and community focus necessary to serve effectively on City Council. I would bring a results-driven, collaborative approach to local governance. This includes a vision that is focused on strengthening housing stability, supporting economic development,...

... and ensuring Cleveland Heights remains a vibrant and inclusive community.

or charitable involvements. List the most recent first.	Destination Cleveland Resident Ambassador Lifelong Member of the NAACP
<b>Do you have other responsibilities which would prevent you from participating in City Council and Council Committee work during certain hours or on certain days? Please note, having a full time job will not disqualify any applicant, and Council works hard to accommodate all members schedules when scheduling meetings.</b>	At this point in time or in the future, I do not foresee any conflicts with scheduling or meetings.
<b>State any additional information you would like to have considered.</b>	<p>In addition to the information provided, I emphasize my commitment to preparation, accountability, and community engagement. I approach leadership roles with the understanding that effective service requires consistent effort outside of formal meetings—reviewing materials in advance, staying informed, and remaining accessible to those impacted by decisions.</p> <p>I also bring a results-oriented mindset shaped by years of work in roles where success was measured by outcomes, not intentions. I am comfortable setting clear goals, tracking progress, and adjusting strategies when results fall short. This approach is critical as Cleveland Heights addresses complex challenges related to housing stability, economic development, and long-term fiscal sustainability.</p> <p>Finally, as a longtime Northeast Ohio resident, I care deeply about the future of Cleveland Heights and its place in our region and believe in its potential. I am committed to serving with integrity, respect for process, and a willingness to listen to differing viewpoints. My goal is to contribute to a City Council that is collaborative, transparent, and focused on delivering meaningful improvements for residents and</p>

businesses alike. I am committed to ensuring we live up to our city's motto: "ALL ARE WELCOME," and work to ensure that all voices have an opportunity to be heard and valued in the decision-making process. I believe that inclusive governance leads to stronger outcomes, greater trust in local government, and a community where residents, businesses, and visitors alike feel respected, supported, and invested in Cleveland Heights' continued success.

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<b>Please upload your CV or Resume (5 MB Limit)</b>	<a href="#">James_I_Bates_II_Resume_2025_v2.pdf (197 KB)</a>
<b>Do you agree to electronically sign this form?</b>	Yes
<b>Signature</b>	James I. Bates II

# James I. Bates II

## CUSTOMER/PARTNER RELATIONSHIP MANAGEMENT & ENABLING PROFESSIONAL

Partner Relationship Management | Learning & Development | Channel-focused | Customer-centric | Results driven

Channel-focused B2B professional experienced in sales, partner enablement, and training. Skilled in strategic support, facilitation, and content creation for measurable outcomes. Effective cross-functional collaborator focused on enhancing partner performance, experience, and achieving revenue goals.

### AREAS OF EXPERTISE

Partner Enablement Strategy & Execution | Training Facilitation & Delivery (eLearning, Virtual, In-person)

Strategic Business Planning & Partner Relationship Management | Content Creation & Optimization

Data Analysis & Reporting | CRM & Enablement Tools (Salesforce, Mindtickle, Impartner, Camtasia, Articulate 360, Wistia)

Cross-functional Collaboration | Project Management & Project Management Tools (Asana)

### PROFESSIONAL EXPERIENCE

#### Omilia Natural Language Solutions Ltd.

July 2025 – October 2025

##### Global Partner Enablement Manager

Designed and implemented detailed training plans and programs to promote global partner activation and revenue generation.

- Organized and designed a new partner onboarding program.
- Designed and developed a role-based certification program for various partner types within the partner ecosystem.
- Worked to develop learning content for the LMS system, for implementation into the eventual PRM system. This included on-demand coursework and on-demand video content.

#### GoTo Technologies, Inc.

May 2022 - January 2025

##### Global Partner Enablement Manager

Designed and implemented detailed training plans and programs to promote global partner activation and revenue generation. Led training sessions in collaboration with cross-functional teams, utilizing eLearning platforms, virtual meetings, and in-person workshops.

- Developed, designed, and implemented a global webinar series, on-demand video content, and eLearning modules aimed at partners, achieving a 20% increase in partner engagement and adoption of key sales methodologies.
- Managed Learning Management System (LMS) content across various platforms and coordinated with internal departments to ensure material is relevant and up to date.
- Analyzed partner performance metrics to identify areas for improvement and adjusted enablement strategies based on these data-driven insights.
- Collaborated with Partner Marketing, Product Marketing, and UX Research teams to create, develop, and execute over 50 cross-functional marketing, research, and enablement initiatives, resulting in a 10% year-over-year increase in partner Overall Satisfaction (OSAT) scores.

#### Jenne Inc. Cloud Services Brokerage

March 2018 - May 2022

##### Cloud Partner Business Development Manager, Central Region (OH, MI, IN), October 2019 -May 2022

##### Avaya Cloud Business Development Specialist, March 2018 - October 2019

Built and maintained effective relationships with critical partners to enhance the company's market presence. Managed cross-functional resources to achieve performance objectives, successfully driving program adoption while surpassing recruitment and sales targets.

- Drove the adoption of Jenne, Inc. programs, achieving 150% of partner recruitment goals.
- Consistently maintained a satisfaction rating of 98.9% from partners throughout my tenure.
- Led a joint agent planning process that established mutual performance goals, financial targets, and critical milestones for productive partner relationships, documented in agent account plans.
- Consistently exceeded assigned targets by 90% to 130% for profitable sales volume and strategic goals in assigned partner accounts.

**S&P DATA LLC****Corporate Sales & Product Trainer**

Developed comprehensive training course maps and agendas, designed curricula, and executed all training department assignments.

- Coordinated training operations and support across multiple contact center locations in the U.S. and Canada.
- Directed the initial launch and training of the Comcast Business team, resulting in significant growth from one campaign with 12 agents to four campaigns with nearly 200 agents.
- Onboarded and trained sales representatives, developed individualized coaching plans, and provided resources and assistance to exceed sales and operational efficiency targets by 11%.
- Conducted comprehensive assessments of training needs by observing sales representatives, offering coaching on best practices, evaluating sales interactions, and analyzing sales performance reports to identify areas for improvement. Collaborated with sales managers to implement change management strategies and identify enhancement opportunities.
- Fostered individual development by providing support for policy and procedural resources; delivered coaching; facilitated ongoing training and upskilling sessions.

**Dollar Thrifty Automotive Group****Operations Manager**

Supervise and enhance the business's daily operations, ensuring efficiency, productivity, and profitability while maintaining quality standards and adhering to company policies.

- Ensured compliance with rules, regulations, and procedures. Oversaw customer support operations.
- Coordinated and executed sales and marketing initiatives.
- Contributed to the formulation of strategic plans for operational activities and efficiency improvement.
- Developed and administered operational and sales strategies; consistently exceeded sales targets by a minimum of 10%.

**Casual Male Retail Group/DXL Group****August 2010 - August 2012****Store Manager/District Training Manager**

Successfully led the store to surpass projected sales targets, consistently ranking in the top percentile within my district, achieving double-digit year-over-year growth. Engaged, trained, coached, and mentored new managers and associates who joined the company.

- Focused on cultivating a guest-centric environment. Consistently exceeded QoQ and YoY sales targets.
- Prioritized establishing and maintaining positive customer relationships leading to 97% CSAT scores.
- Ensured adherence to company standards and compliance in merchandising, shrink control, customer satisfaction, and operational excellence.
- Led and facilitated district training programs for onboarding of all new managers and employees.

**EDUCATION****Studied for bachelor's degree in Business Administration**

Argosy University, Nashville, TN

**Studied for bachelor's degree in Communications**

Ohio University, Athens, Ohio

**Diploma, Graduated with Honors**

Shaker Heights High School, Shaker Heights, OH

**CERTIFICATIONS**

- 8x8 Accredited Certification; 8x8 VO Certified
- APSS, Avaya Professional Sales Specialist Certification
- ASRA, Avaya Sales Readiness Associate Certification
- IUCP, Intermedia Unite Certified Professional
- GoTo GPS (GoTo Path to Success) Certification
- RCIC, RingCentral Ignite Certification
- RCCE, RingCentral Communications Expert Certification
- RCSP, RingCentral Sales Professional Certification
- RCMC, RingCentral Marketing Certification

**PROFESSIONAL TRAINING | PROFESSIONAL RECOGNITION****Customer Centric (CCS) Selling Certified****Friedman Group Seminars Certification in Management and Customer Satisfaction**

**Brandon Hall Group HCM Bronze Excellence Award**  
**Best Sales Onboarding Program**

2023

**Brandon Hall Group HCM Silver Excellence Award**  
**Best Sales Onboarding Program**

2024

**PERSONAL | PROFESSIONAL AFFILIATIONS**

- NAACP, Lifetime Member
- The National Society of Collegiate Scholars Fellow
- Ohio Diversity Coalition, Charter Member/Executive Committee Member
- Shaker Heights High School Alumni Association, Member

**ADDITIONAL SKILLS**

Advanced knowledge in areas of Hiring | Recruiting | Training | Customer Relationship Management (CRM)  
Executive Administration and Clerical Management | Problem Solving | Critical & Creative Thinking Skills  
Time Management | Conflict Resolution | Microsoft Office Suite | Salesforce Proficient  
eLearning Platform competency (Articulate 360, Storyline 360) Video Content Creation & Editing (Camtasia)