

MOREL, Ariel

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This application form is required as part of the City Commission Group IV Vacancy application submittal. The completed application MUST accompany your letter of interest, current resume, photograph, and City of Miami Beach oath. You may attach additional sheets, if necessary, to provide the required information. See the Notice of Commission Vacancy for additional information.

Morel	Ariel	
Last Name	First Name	Middle Initial
920 Bay Drive, Apt. 9, Miami Beach, Florida 33141		
Home Address	City	State
(305)796-5626	ArielMorel24@yahoo.com	
Cellular Telephone	Email Address	
Seminole Tribe of Florida	Senior Director of Administration	
Business Name	Occupation	
6300 Stirling Road, Hollywood, Florida 33024		
Business Address	City	State
		Zip Code

- Have you been a resident of Miami Beach for a minimum of one year? ☒ Yes ☐ No
- Are you a registered voter in Miami Beach? ☒ Yes ☐ No

Florida Voter Registration Number (located on your voter information card): 110111466

- Are you presently a registered lobbyist with the City of Miami Beach? ☐ Yes ☒ No
- Have you ever been convicted of a felony? ☐ Yes ☒ No
- Have you been issued a violation(s) of the City of Miami Beach Code that remains open or pending?
☐ Yes ☒ No

If yes, please explain in detail: _____

- Do you currently owe the City of Miami Beach any money? ☐ Yes ☒ No

If yes, please explain in detail: _____

- In what organization(s) in Miami Beach do you currently hold membership?

Miami Beach Democratic Club

Vice-President

Organization Name

Position

Organization Name

Position

- List all properties owned or in which you have an ownership interest in Miami Beach:

None

- How long have you lived in Miami Beach? 14 years

- Have you served on any City of Miami Beach Board(s) or Committee(s)? ☐ Yes ☒ No

If yes, which Board(s) or Committee(s)?

What were your contributions to the Board(s) or Committee(s)?

- Why are you interested in serving on the City Commission? I want to continue my public service interest by serving my community in this capacity and use my expertise in government and other sectors to help maintain stability during this transition period. I want to ensure that the community is heard and has representation from an individual with a diverse background.

- How does your education and/or experience complement the powers and duties of the City Commission?

I've worked in state and Native American government and have experience and expertise in developing and enforcing policies and procedures that have direct impact on residents.

My educational background has provided me with the necessary knowledge and tools to work with diverse populations and help develop and implement services for all groups of people.

- Will you run for a City Commission seat in 2019? ☐ Yes ☒ No ☐ Undecided

I HEREBY ATTEST TO THE ACCURACY AND TRUTHFULNESS OF THIS APPLICATION.


Applicant's Signature

12/20/2018

Date

NOTE:

The completed application **MUST** accompany your letter of interest, current resume, photograph, and City of Miami Beach oath. You may attach additional sheets to provide the required information.

The completed application along with all accompanying materials may be submitted via:

- Email to RafaelGranado@miamibeachfl.gov
- Hand delivery to the Office of the City Clerk, 1700 Convention Center Drive, First Floor
- Postal mail to City of Miami Beach, Office of the City Clerk, Attention: Rafael E. Granado, 1700 Convention Center Drive, Miami Beach, FL 33139

PUBLIC RECORD:

Pursuant to Chapter 119, Florida Statutes, this application and everything attached to it is a public record. The materials you provide will be posted on the Office of the City Clerk's Election webpage and will be available for inspection. If you are an individual listed in Section 119.071, F.S., whose home address is exempt from disclosure, the City Clerk will maintain that confidentiality if you submit a written request.

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CITY OF MIAMI BEACH OATH

STATE OF FLORIDA

COUNTY OF MIAMI-DADE

Before me, an officer authorized to administer oaths, personally appeared Ariel Morel
_____ to me well known who, being sworn, says that he/she is seeking
appointment to the Office of City Commissioner (Group No. IV) for the City of Miami Beach,
Florida; that he/she is a qualified elector of said City residing within the City at least one year
before applying for this office; that his/her legal residence is:
920 Bay Drive, Apt. 9, Miami Beach, Florida 33141

Miami Beach, Miami-Dade County, Florida; that he/she is qualified under the ordinances
(including Miami Beach City Code Chapter 38 governing "Elections") and Charter of said City to
hold such office.



Signature of Candidate

Sworn to (or affirmed) and subscribed before me this 20th day of December, 2018,
by Luann Fuentes.





Signature of Notary Public-State of Florida

Luann Fuentes

Name of Notary Typed, Printed, or Stamped

Personally Known _____ OR

Produced Identification X

Type of Identification Produced Driver license



Ariel Morel, MBA, MS

Operations | Organizational Management | Quality Assurance

SENIOR EXECUTIVE PROFESSIONAL

Miami Beach, FL ■ arielmor24@yahoo.com ■ (305) 796-5626 ■ [linkedin.com/in/arielmor24](https://www.linkedin.com/in/arielmor24)

December 20, 2018

Rafael Granado
City of Miami Beach
Office of the City Clerk
1700 Convention Center Drive
Miami Beach, Florida 33139

Dear Mr. Granado,

With more than 15 years' experience in operational/organizational management and program development – and in increasingly more senior-level roles – I'm skilled in developing and initiating comprehensive strategies to promote business success. Over the past 5 years' I've reported directly to C-level executives, and am seeking to leverage my expertise as [City Commissioner - Group IV](#) for your organization.

As Senior Director of Administration for the Seminole Tribe of Florida, I lead operations for 12 departments and 450+ employees, administer a \$150M budget, oversight of assets of \$½B, and oversee management of 5 different reservations across the state. I pride myself in working collaboratively to develop creative solutions that benefit stakeholders, consumers, and most importantly the clients served in the community. In just over a year, I've initiated comprehensive changes which have positively impacted the tribe. Key successes include:

- Initiated workflow realignment to the Office of Trust Management and its \$ ½ B in assets, slashing check processing time for member funding from 11 days to 3 days.
- Critically examined operations and initiated changes that ultimately cut expenses by up to 20%.
- Implemented a new Learning Management System and spearheaded training development to 1K+ users; and rolled out a comprehensive personnel development process to ensure staff has skills necessary to be successful.

While I work to ensure personnel have the tools necessary to achieve their goals, I also strive to further my knowledge. I recently earned my MBA to complement my MS degree and Six Sigma Certification, and completed leadership training sponsored by the City of Miami Beach. I am active in the community, and currently hold positions on the boards of multiple community organizations. Additionally, I started a consulting group to help small businesses succeed – aiding owners with business management, process improvement, and quality assurance.

I'm confident my progressive experience, extensive leadership ability, and demonstrated success improving business operations position me for advancement into an executive leadership role. If, after reviewing the attached resume, you agree, I would welcome the opportunity to speak with you further about the commission seat. You can reach me at the phone number or email address listed above.

Sincerely,

Ariel Morel

Ariel Morel, MBA, MS

Attachment

Ariel Morel, MBA, MS

Operations | Organizational Management | Quality Assurance

SENIOR EXECUTIVE PROFESSIONAL

Miami Beach, FL ■ arielmor24@yahoo.com ■ (305) 796-5626 ■ [linkedin.com/in/arielmor24/](https://www.linkedin.com/in/arielmor24/)

Transformational Leader Promoting Success Through Effective Management & Strategic Decision-Making

Strategic Executive Administrator with 5+ years' experience reporting directly to C-Level Executives; and 15+ years' expertise optimizing organizational performance, driving sustainable growth, and delivering exemplary customer satisfaction. Business strategist adept in partnering at all levels to effect change, directing management teams, utilizing resources efficiently, and planning/influencing initiatives that address and anticipate organizational needs. Proactive leader who builds a culture of accountability, commitment, and shared success while designing and integrating quality and operational improvement plans. Career highlights include:

- **Maximized performance across 9 departments;** initiating policy and procedures for 500+ personnel statewide in various capacities; positively impacting 5 locations throughout Florida.
- **Initiated workflow realignment to Office of Trust Management and \$1B in assets,** slashing check processing time for member funding from 11 days to 3 days.
- **Developed process to capture \$500K in "lost" revenues resulting from inefficient billing practices.** Implemented quality assurance monitoring/action plans that reduced inefficiencies 30%.

"ARIEL WORKS COLLABORATIVELY WITH HIS TEAM, ENGAGES THEM, AND EMPOWERS THEM TO DO THE BEST THEY CAN."

—CHIEF EXECUTIVE ADMINISTRATIVE OFFICER, SEMINOLE TRIBE OF FLORIDA

CORE COMPETENCIES

LEADERSHIP • STRATEGIC PLANNING • BUSINESS MANAGEMENT • TOTAL QUALITY MANAGEMENT • CHANGE MANAGEMENT • CONTINUOUS IMPROVEMENT
PROJECT/PROGRAM MANAGEMENT • BUDGETS/COST CONTROL • KPI DEVELOPMENT • FINANCIAL ANALYSIS & REPORTING • STAKEHOLDER RELATIONS
HUMAN RESOURCES • INFRASTRUCTURE DESIGN/IMPLEMENTATION • PROCESS DEVELOPMENT & IMPROVEMENT • CONTRACT MANAGEMENT/COMPLIANCE
TALENT DEVELOPMENT & PERFORMANCE • DATA ANALYSIS • REPORTING • PRESENTATIONS • BILINGUAL IN ENGLISH & SPANISH

PROFESSIONAL EXPERIENCE & SELECTED HIGHLIGHTS

Seminole Tribe of Florida – Senior Director of Administration • Hollywood, FL, 2016–Present

Lead operations across 12 direct service departments and 450+ employees within Chief Executive Administrative Office, overseeing \$150M budget, administration of \$½B in assets and ensuring alignment with Tribal Council guidelines. Direct management and oversee operations across 5 different reservations across Florida and servicing tribal members both nationally & internationally, implementing highest use of resources and ensuring exemplary service quality.

PROCESS IMPLEMENTATION: Reduced employee attrition **10%** via new employee onboarding/orientation process subsequently adapted by HR to encompass all departments. Developed contract administration processes for various departments resulting in over **\$250k** in cost savings.

EXPENSE REDUCTION: Swiftly turned around operational expenses **up to 20%** via comprehensive strategic performance realignment. Implemented review process of overtime expenses and reduced unnecessary use by **85%**, a cost savings of over **\$325k**.

PROFESSIONAL DEVELOPMENT: Implemented new Learning Management System and spearheaded training development to **1K+** users. Initiated comprehensive personnel development process, developing/conducting leadership training for department heads. Developed and realigned managerial performance evaluations to focus on strategic measures based on SMART goals.

COMMUNICATION INCREASES: Facilitated interaction between administration and executive office, instituting protocols to increase ease of communication organization-wide.

Florida International University Health Care Network – Director of Clinical Support Services • Miami, FL, 2015–2016

Improved service quality and ensured regulatory compliance at Herbert Wertheim College of Medicine, a facility impacting up to 45K students and 5K potential patients. Secured 6 new partnerships, increasing number of potential patients 25%.

SERVICE ALIGNMENT: Reduced duplicative services **30%**; increased service offerings **20%** with rollout of new performance guidelines.

WORKFLOW REALIGNMENT: Slashed clinical staff overtime **65%** and reduced patient wait time **70%**, while increasing productivity throughout clinical support and operations.

REVENUE GROWTH IDENTIFICATION: Conducted needs assessment, identifying **25%** potential revenue growth in key service areas.

Healthy Start Coalition of Miami-Dade, Inc. – Director of Quality Assurance & Quality Improvement • Miami, FL, 2014–2015

Implemented policies and procedures impacting 350 employees, 20 community partners contracted with HSCMD, and 1,200 personnel statewide. Elevated presence with emerging professionals and positioned organization as a leader in Public Health by forming internship program with 3 universities/colleges and mentoring graduate-level students as Preceptor.

REVENUE INCREASE: Secured **\$1.8M** in revenue by identifying client sources and tracking and analyzing revenue data.

ENGAGEMENT IMPROVEMENT: Amplified client engagement **30%**, staff website utilization for content use with clients **20%**, and overall staff website satisfaction **100%** by modernizing and aligning website to vision, mission, and values.

REPORTING CONSOLIDATION: Slashed reporting times of program management staff **85%** and condensed administrative reporting time **34%** by streamlining reporting processes and mechanisms for 12 contracted providers.

Interim Director of Programs • 2013–2015

Managed daily operations, components, and case file quality of 4 programs with **\$10M+** in grants. Furthered organization's mission through collaboration with governmental and community partners.

COMPLIANCE IMPROVEMENT: Achieved **100%** compliance by aligning programs to regulatory guidelines and supplying workflow processes, training, and program control mechanisms.

EXPENSE REDUCTION: Diminished operating expenses **25%** by creating, gaining consensus, and implementing cost saving initiatives.

"ARIEL'S PROFESSIONAL DEMEANOR IS A BREATH OF FRESH AIR AND HE BRIGHTENS ANY ORGANIZATION HE IS AFFILIATED WITH." — COLLEAGUE

SELECT PRIOR EXPERIENCE

Healthy Start Coalition of Miami-Dade, Inc. – Program Manager • Miami, FL, 2012–2014

Miami-Dade Area Health Education Center, Inc. – Program Consultant • Miami, FL, 2012

FL Department of Health, Miami-Dade County – Program Supervisor/Management Review Specialist • Miami, FL, 2008–2012

Florida Department of Children and Families – Child Protective Investigator • Miami, FL, 2003–2008

ADDITIONAL LEADERSHIP EXPERIENCE

O³ Consulting Group, LLC – CHIEF EXECUTIVE OFFICER & PRESIDENT • Miami, FL, 2012–Present

Facilitate success by maximizing operations, optimization and organization via effective business management, process improvement, and quality assurance. Key clients include:

Private Transportation Company

BUSINESS DEVELOPMENT: Boosted bookings **40%** in 6 months by honing in on untapped markets and initiating recruitment strategies.

OPERATIONAL REVIEW: Identified **\$20K** in cost savings after implementing new processes during administrative cost review.

EXPANSION: Led realignment that aided company's expansion across 4 new territories in South Florida; and supports continued growth. Increased personnel **35%** to meet growing service demand.

Non-Profit Organization

FUNDING INCREASE: Secured **\$15K** in funding for events by assisting in solicitation, review and submission of grant applications.

NETWORKING: Grew board memberships **10%** and boosted community event participation **20%** through increased networking.

PROGRAMMING EXPANSION: Supplemented services to underserved communities and provided additional programming, forging **5** strategic partnerships with colleges/universities, non-profits, and private companies.

"IF YOUR ACTIONS INSPIRE OTHERS TO DREAM MORE, LEARN MORE, DO MORE AND BECOME MORE, YOU ARE A LEADER."

—JOHN QUINCY ADAMS

EDUCATION & PROFESSIONAL DEVELOPMENT

MASTER OF BUSINESS ADMINISTRATION, National University, San Diego, CA, 2017
NEIGHBORHOOD LEADERSHIP ACADEMY, City of Miami Beach Government, Miami Beach, FL, 2017
SIX SIGMA YELLOW BELT CERTIFICATION, Florida Sterling Council, Miami, FL, 2014
GLOBAL IMPACT ON QUALITY SEMINAR, American Society on Quality, Dallas, TX, 2014
MASTER OF SCIENCE, CRIMINAL JUSTICE, Florida International University, Miami, FL, 2009
BACHELOR OF ARTS, POLITICAL SCIENCE, University of Florida, Gainesville, FL, 2002
BACHELOR OF ARTS, HISTORY, University of Florida, Gainesville, FL, 2002
CERTIFICATE, INTERNATIONAL RELATIONS, University of Florida, Gainesville, FL, 2002

BOARD LEADERSHIP

Vice President/Interim President, Local Political Party, 2018–Present
Director, Board of Directors, American Society for Public Administration (ASPA), 2018 – Present
Director, Board of Directors, Local Political Organization, 2016–2018
Director, Board of Directors, Unity Coalition, Inc., 2015–2017
Director, Board of Directors, Healthy Start Coalition of Miami-Dade Inc., 2012

SELECT ACTIVITIES, PRESENTATIONS & PUBLICATIONS

Lifetime Member – Sigma Beta Delta (ΣΒΔ),
International Honor Society for Business, Management and Administration, 2018–Present
Member, American Society for Public Administration (ASPA), 2017–Present
Member, Prospanica – The Association for Hispanic Professionals
(Formerly known as National Society of Hispanic MBAs), 2017–Present
Member, National Association for Healthcare Quality, 2015–2017
Member, Florida Association for Healthcare Quality, 2015–2017
Member, American Society for Quality, 2014–2017
Publication, Transition to Electronic Case Assignment Abstract, 1,000 Day Summit in Florida, 2015
Preceptor, Healthy Start Coalition (2013–2015) & Florida International University (2016)
Presenter, Florida Association of Healthy Start coalitions, 2010, 2012, 2013, 2014
Lifetime Member, Golden Key International Honour Society, 2009–Present
Member, Consortium for a Healthier Miami-Dade & Tobacco Free Workgroup, 2008–2018
Lifetime Member, University of Florida Alumni Association, 2003–Present

"THE PESSIMIST COMPLAINS ABOUT THE WIND, THE OPTIMIST EXPECTS IT TO CHANGE, THE LEADER ADJUSTS THE SAILS."

—JOHN MAXWELL

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