

# Planning Commission Application

01/23/2026 11:54 AM (MST)



<b>Full Name</b>	Spencer Campbell
<b>Are you an Erie resident?</b>	Yes
<b>Are you under the age of eighteen?</b>	No
<b>Are you currently serving on the commission you are applying for?</b>	No
<b>Home Address</b>	1378 German Court
<b>Email</b>	spence2111@gmail.com
<b>Primary Phone Number</b>	5803705701
<b>Employer</b>	Ditch Witch of the Rockies
<b>Have you ever been employed by the Town of Erie?</b>	No
<b>Do you work for or own a company that does business with the Town of Erie?</b>	No
<b>What is your highest level of education completed?</b>	Bachelors Degree
<b>Why are you interested in serving on the Planning Commission and what specific talents or expertise do you bring if appointed?</b>	My family and I have called Erie home ever since we moved to Colorado in 2020. Since then, we've been able to enjoy all the positive things this town offers its residents, and I would look forward to the opportunity to serve and give back to the community that has been a great landing spot for us. I come from a small town in Oklahoma that is also home to a major university, so I understand the dynamics of balancing population growth with impacts of certain planning decisions, for the short and long term of the community.
<b>Have you served on another board/commission in an advisory capacity? If so, please describe the board and what made serving in that capacity a good experience? What were the major concerns or issues?</b>	I have served on the board of CyclErie Devo and had a wonderful experience in my capacity. I enjoyed getting to know some folks from the business community while on the board, and had no major concerns throughout my time.
<b>Please describe a situation where you were working with a small group and disagreed with the direction of the project, what did you do? What was the result?</b>	Disagreements happen, and are always best resolved with thoughtfulness, communication, open-mindedness, and an overall desire to reach outcomes that benefit the most people and do the most good for the community. When the mission is put above all else, it tends to work things out.
<b>If you were appointed, what goals</b>	Overall, I would like to see an increase in community engagement and

**would you like to see accomplished on this board or commission?**

communication with residence. This town is still small enough that everyone should be aware of what's going on and be able to provide real-time feedback to current and future planning commission projects. I would also like to see us focus on commercial development that incentives and attracts more locally-owned business that are affordable. Old town is very limited on commercial spaces and there are opportunities within this area of town to make some changes.

**What do you think are the most important planning and land use issues facing Erie? What insights could you bring to the Commission's deliberations and recommendations?**

Old town is very limited on commercial spaces and there are opportunities within this area of town to make some changes. Growing up in Oklahoma, my family had a small retail store downtown and this experience gives me some valuable and unique understanding to what it takes to succeed in this specific environment.

**Upload resume and additional documents (optional)**



Spencer Campbell Resume.pdf

## Please read and agree with the following statement

I certify that the facts and statements contained in this Board and Commission Application are true and correct.

I further understand that false statements shall be sufficient cause for rejection of this application.

I further certify that I have not been convicted of a felony under the laws of the State of Colorado or in another jurisdiction.

I understand that falsification, omission or misrepresentation will result in a rejection of this application. Any falsification, omission or misrepresentation is evidence of perjury in the second degree.

If I become a Board or Commission member with the Town, this form is valid for the period of my term with the Town and the crime records may be updated periodically at the discretion of the Town.

I understand that this application is considered a public record and subject to the Colorado Open Records Act.

**I Agree** Yes

**If appointed to the Planning Commission, I agree to follow the Erie Municipal Code, the Comprehensive Plan, and other applicable laws.** Yes

**All board and commission members must follow the rules and regulations in the Erie Municipal Code as well as the Town's policies related to harassment, anti-violence, and technology use.** Yes

**Acknowledgement Signature**

Senior manager and servant leader with extensive experience in operations, marketing, brand management, sales, and organizational leadership and development across multiple industries.

## PROFESSIONAL EXPERIENCE

### **Ditch Witch of the Rockies - Denver, CO — (2020 - Present)**

#### ***Director of Operations***

- Support and lead a team of sales and operations professionals across eight states, to drive revenue in excess of \$75m annually
- Equipment forecasting, ordering, and inventory management to support market share growth, increasing topline revenue and gross profit across the region
- Create and manage sales lifecycle and industry modeling reports utilizing SAP and CRM business platforms
- Travel throughout the territory to strengthen relationships with new and existing customers, support each dealership location, and ensure consistent operations across the organization
- Manage the successful planning and execution of all marketing and branding activities
- Represent the company for the sale of equipment and products to key customers and at industry events
- Hire, coach, and evaluate employees across departments and throughout the organization

### **Ditch Witch - Perry, OK — (2007 - 2020)**

#### ***Senior Marketing Communications Manager***

- Managed corporate brand standards for worldwide dealer network to ensure brand compliance
- As a member of the Corporate Image Team, I collaborated with the Family of Companies to maintain brand consistency across all channels
- Lead dealer marketing team in the development and execution of successful marketing campaigns with a focus on digital, traditional, and social media marketing
- Lead product marketing team, and collaborated with product management, engineering, and sales to develop product positioning, marketing plans and KPI's to support the successful launch of all CMW products
- Managed corporate re-brand across all corporate entities and channels
- Collaborated with agency partners in the development of yearly media calendar to support all marketing efforts for the CMW family of products

#### ***Regional Sales Manager***

- Managed domestic dealer territories to exceed yearly distribution and market share goals
- Increased market share among assigned territories up to 25% in multiple equipment categories
- Increased purchase revenues among assigned territories by 28%
- Created and implemented retail sales and finance promotions for targeted categories and customers
- Extensive sales management and sales training, customer education, coaching, and mentorship

#### ***Marketing Manager / Materials Controller***

- Implemented and managed yearly plan for over 20 world-wide trade shows and events
- Managed corporate sponsorships and a yearly marketing budget of over \$1.1mil
- Created and presented wholesale sales promotions to various levels of management
- Managed staff and operations of company retail store and increased yearly sales revenues by 110%
- Designed and implemented company e-commerce website

- Managed vendor commodities and other purchased parts for use in manufacturing and production
- Ran daily, weekly, and monthly reports within SAP and Microsoft Excel to manage inventory levels
- Decreased past-due material by 35% and increased operational efficiencies by 50-75%

The Rowland Group Inc. - Tulsa, OK — *Recruitment Manager*

Ferguson Enterprises - Tulsa, OK — *Inside Sales Manager*

## **EDUCATION / CERTIFICATIONS**

Oklahoma State University, Spears School of Business — *B.A. Marketing*

AIPMM – The Association of Certified Product Marketing and Management

Optimal Product Management and Product Marketing Certification - 280 Group

Microsoft Office, Google suite, CDK, SAP, CRM

The Predictive Index – certificate of achievement Predictive Index Drive Results with Talent Workshop

## **VOLUNTEER OPPORTUNITIES / AREAS OF INTEREST**

OSU Spears School of Business mentor, HOA board member, Friends of Lake McMurtry trail maintenance, Broomfield VOAD, The Mid-South participant and volunteer, Cyclerie-Devo board member, avid cyclist, and runner.