

Mirsad Capric

Manalapan, NJ, 0776

October 3, 2025

Board Secretary Veronica Wolf and Members of the Board
Manalapan-Englishtown Regional Board of Education
54 Main St., Englishtown, NJ 07726

Re: Application for Appointment to the Board of Education (One-year Term)

Dear Ms. Wolf and Members of the Board,

I am applying for an appointment to the one-year term on the Manalapan-Englishtown Board of Education.

I'm seeking this appointment because Manalapan is where my wife and I are raising our [REDACTED] and where I want to give back. I grew up in the public schools of Queens, New York, and I've seen how a strong public education can shape a child's future. Today, my family is living that promise here. [REDACTED]

[REDACTED] that personal stake, and pride in what our schools mean to this community, drive me to help sustain high academic standards, stability, and trust.

I also recognize the moment we're in: families want academic excellence, safe and welcoming schools, and clear explanations of how decisions are made and paid for. If appointed, I will keep the focus on student learning and the long-term health of the district. I will ask clear questions, communicate plainly, and work toward solutions that protect classrooms and respect taxpayers. My aim is straightforward: help our district make clear, responsible decisions that keep classrooms strong today and set our schools up to remain strong for years to come.

With two decades as a consultant, business owner, and corporate leader, I bring a practical operator's mindset to Board work. I have managed sizable budgets, led cross-functional teams to deliver solutions under real constraints, and I translate financials and policy into plain language. I work with preparation, civility, and accountability, and I keep discussion anchored to the value we are trying to achieve: educational excellence, safe and supportive schools, and responsible stewardship of public funds.

I recognize that the district's biggest pressure point remains the budget after years of reduced state aid. The recent referendum helps with much-needed deferred work, yet there is still work to do. I can contribute by pairing careful financial review with new ideas that improve efficiency and reduce recurring costs. I will also draw on my communications background to offer expert guidance on how the district engages families and staff and how it explains decisions clearly and consistently so stakeholders can follow the work. Lastly, in my professional work, I have

helped organizations introduce AI safely, transparently, and measurably. As a board member, I can advise on policy direction, privacy and standards for vendors, time-bound teacher-led pilots with clear goals, and how we explain those choices to families.

After last year's Board of Education election, I promised to keep serving our town and school district regardless of the result, and I followed through. I coach youth basketball and soccer, working directly with students and families across the district, and I serve as a trustee with the Foundation for MERS. At the Foundation, I have maintained perfect attendance, helped bring in new donors through creative fundraising, and contributed to a strategy refresh to better direct grants toward high-impact classroom needs. These steady, hands-on commitments reflect how I serve: present, reliable, and focused on what helps students and teachers.

Because of that Foundation service, if I am appointed, I will serve only in an ex-officio, non-voting capacity, and I will recuse from any Board item involving the Foundation or its grants, consistent with the School Ethics Act and district policy.

I would welcome the opportunity to interview and to answer any questions about how my experience can support the Board's work over the next year. Thank you for your consideration and for your service to our community.

Respectfully,

Mirsad Capric



Enclosures: Résumé

Professional Experience

INDEPENDENT CONSULTING – Remote

Digital Strategist, Haystack Needle, December 2022 – Present

- Strategist lead for high-value client projects. Led digital strategy and branding project for Moelis & Company, refining brand, messaging, and audience engagement strategies. Previously spearheaded a digital transformation initiative for the Meta-funded Oversight Board's website, overseeing all digital facets, including branding, visual design, content, user experience, capabilities, analytics, and SEO.

Lead Consultant, Benchmark, Researcher and Content Contributor, Digital Workplace Group, November 2022 – Present

- Versatile consultant for digital workplace membership group. Principal consultant to Fortune 500 companies, including Intuit, Hilton, and ConocoPhillips on digital employee experience projects; assess the existing digital ecosystem and deliver strategic recommendations. Led AI-readiness research and workshops for communications, HR, and IT leaders, translating governance, privacy, and measurement into practical playbooks and successful adoption roadmaps. Serve as a content contributor and researcher across podcasts, research papers, blog posts, and hosted events.

Digital Marketing Manager Consultant, FM Global, Marketing, May 2022 – October 2023

- Cross-functional team lead for Chief Marketing Officer-sponsored initiative to reassess and redesign FM Global's public web ecosystem. Collaborated with senior leaders and stakeholders across multiple FM Global business lines, including Marketing, Product Technology, Experience Design, Legal, and Information Security, to gain a comprehensive understanding of core business drivers and requirements. Developed and presented a unified web ecosystem strategy, emphasizing business and revenue-generating opportunities that successfully secured funding for a Phase I Discovery project.

CITI GLOBAL PUBLIC AFFAIRS – New York, NY

Director / Head of Digital Strategy & Platforms, Communications, November 2015 – March 2022

Senior Vice President / Digital Communications Manager, Communications, July 2010 – October 2015

- Led Digital Strategy & Platforms team. Created and drove strategy for Citi's corporate communication channels, including Citi's global intranet, Employee mobile app, external corporate website, digital signage, social media tools, and mobile app. Partnered with colleagues across Public Relations, Internal Communications, Marketing, and Branding to solicit feedback and build a digital approach in partnership with Citi Technology colleagues. Managed a team of five analysts and guided channel management, user experience, analytics and insights, campaign execution, and professional development. Responsible for \$6MM annual digital channels budget.
- Project Lead for global corporate website redesign. Led cross-functional team of Marketing, Investor Relations, Corporate Communications, Technology, and Agency colleagues to redesign the global corporate website, which included content refresh, aligning with latest brand standards, and transitioning to a modern content management system. The project resulted in a 10% growth in visitors and a 20% increase in traffic to key content pages.
- Project Manager for global intranet consolidation project. Led effort to modernize content management system platform for Citi's global intranet presence which is the global experience for nearly 300K employees/consultants and used by 500+ content creators to publish content. Also led the team to evaluate and migrate 200+ disparate intranet presences into one global, consistent experience, resulting in an estimated cost saving of \$1MM per year.

CITI TRANSACTION SERVICES – New York, NY

Vice President / Project Manager, Program Management Office (PMO), August 2008 – July 2010

- Project Lead on Department of Transportation (DoT) Car Allowance Rebate System (CARS) aka Cash for Clunkers project, managed project documentation, coordinated team activities, and created Senior Management presentations. Oversaw technology implementation and coordinated all technology-related activities with DoT and DoT vendors. Led reengineering of entitlements process with Citi personnel, DoT, and the Federal Aviation Administration Entitlements team. Consolidated post-project feedback and delivered lessons learned to all key project team members.
- Project Manager on global Department of State Visa Application project, created a project plan with feedback from SMEs, managed country heat map to identify the progress of each country's deliverables, and led Technology workstream.
- Spearheaded Commercial Cards Business Process Improvement project, established to review, analyze, and enhance the current state of the implementation process. Process enhancements contributed to a 20% decrease in the implementation cycle leading to earlier revenue realization.

CITI ENTERPRISE OPERATIONS & TECHNOLOGY– Warren, NJ

Assistant Vice President / Project Manager, IT Risk and Control Applications, June 2005 – August 2008

- Led team in developing 2 IT Risk applications with total costs of \$1MM+ utilizing full SDLC process including creation of functional requirement document, defining development testing plan and test scripts, and managing of development budget and timeline.
- Project managed global data migration initiative that migrated risk and control data from 12 applications into sole Citi Risk Management application. Coordinating and completing project deliverables involved various colleagues in Asia, Latin America, and North America.

SKILLS

Expertise

- Leadership and Management Experience (Direct and Influence)
- Financial Industry Knowledge
- Employee Experience Platforms
- Enterprise Content Management Systems
- Knowledge Management and Search Experiences
- Analytics and Insights
- Data Privacy and Security
- Artificial Intelligence/Machine Learning
- Change Management
- Agile/Scrum Methodologies
- Stakeholder Management

Tools

- Content Management Systems: AEM, SharePoint, Sitecore, WordPress
- Analytic Tools: Adobe Analytics, Google Analytics, Opinion Lab, ForeSee, Tableau
- HRIS Systems: Workday, Oracle HCM
- Collaboration Tools: Microsoft Teams, Slack, Jive
- Search Capabilities: Elastic Search, SharePoint Search, Solr
- Project Management Tools: Jira, Mural, Microsoft Project
- User Experience Design Tools: Figma, Adobe XD
- CRM Systems: Salesforce, Hubspot
- SEO Tools: Moz, Google Search Console and BrightEdge
- Mobile Development: iOS, Android, Xamarin

LEADERSHIP AND COMMUNITY INVOLVEMENT

Trustee, Foundation for MERS (Jan 2025 – Present)

Serving as a board trustee for the Foundation for MERS, supporting initiatives to enhance educational programs, funding, and community engagement for the Manalapan-Englishtown Regional School District.

Coach, Manalapan Recreation Girls Basketball & Manalapan Soccer Club (Nov 2024 – Present)

Coach elementary-age teams, focusing on fundamentals, teamwork, and sportsmanship through weekly practices and games; coordinate schedules and communication with families and league admin.

EDUCATION, TRAINING, AND CREDENTIALS

PACE UNIVERSITY – NEW YORK, NY – Bachelor of Science in Computer Science, 2005

CITI - NEW YORK, NY – Recruited to highly selective Enterprise Operations and Technology Management Associate Program, 2005