



District Leader

Biographical Information

Candidate's Name: **Chirag Mapara**

Candidate's Office: **Los Gatos Toastmasters (Bay Area)** District Number: **101**

Toastmasters member since: **2012**

Education:

MBA, University of California, Irvine
BS, Computer Engineering, University of Cincinnati
PMP, Project Management Institute

Toastmasters offices held and terms of service:

Area E1 Director (Nov 2023-Current)
Sergeant at Arms, Los Gatos Toastmasters (2023-2024)
Club President, Los Gatos Toastmasters (Aug-Nov 2023)
VP Membership, Galloping Governors (2012-2014)

Toastmasters honors and recognition:

Speech Contest Certificate of Participation, Area E3 & E6 (2024)
Speech Contest Certificate of Participation, Mountain View English-Mandarin Club (2024)

Relevant work experience and how it relates to Toastmasters and your role as a District leader:

Extensive experience in leading marketing projects at large corporations. Collaborated with multiple stakeholders in cross-functional teams. My leadership and teamwork experience will help me move the Toastmaster mission forward. It will also allow me to successfully interact with wide range of members at Toastmasters. I will be able to inspire leaders at the Area level as well.

What experience do you have in strategic planning?

I have experience in marketing strategy including creating marketing plans, brand promotion, and measuring campaign performance. During the implementation phase, I used the incremental approach of test and learn and adjusting the strategy as new metrics is available. This led to productive use of time and dollars and overall a better ROI.

What experience do you have in the area of finance?

I managed the advertising budget for my projects with focus on ROI. For example, we invested in the brand awareness campaigns with higher ROI. On the other hand, we reduced investment in low ROI projects. For example, there was a customized software tool that we bought to make the team productive. However, after the first two year the tool costing significant sum to maintain. As a team we decided to discontinue the tool and save money for other investments. Also, as part of this role, I ensured that the agencies and vendors were paid in a timely manner.

What experience do you have in developing procedures?

As a marketing program manager, I was involved in creating and improving processes to maintain checks and balances and keep things on schedule. For example, the marketing intake process that I setup was used to get all the campaign details from the stakeholders. This reduced miscommunication on what information was needed to be included and led to timely deliverable. Over time this process was fine-tuned which led to better service to the stakeholders.

What lessons did you learn from previous leadership positions?

First, small actions can go a long way. For example, the COT completion was low in my Area E1. Sending consistent email reminders and encouragement helped and lead to higher completion rate. Second, having a positive outlook during challenging times is the key. As a leader, members and officers are looking for guidance and direction. Lastly, not giving up. Sometimes giving time to certain situation can lead to positive outcome.

Why do you want to serve as a District leader?

I want to utilize my experience and make a difference in the community. I am passionate about education and continuous learning. As a District leader, I will be able to make impact to many more clubs and members. It will be a perfect way to give back and help people reach their potential.

In your opinion, what are the District mission's major objectives and how would you work to achieve them?

Some of the major objectives of the District are personal growth and creating a supportive learning environment. I have personally experienced this in my time in District 101. I feel that Pathways is highly undervalued asset. Members are don't understand its benefits and how it can help them grow. Due to high turnover in VP Member roles, clubs are unable to educate the members about Pathways. I think more communications about Pathways and consistent training of VPM would lead to more participation in Pathways and personal growth of members.

Additional information about yourself:

I very much value community involvement. I am also a Commissioner on the Parks and Sustainability Commission at Town of Los Gatos. It allows me to hear about local issues and have direct impact to the citizens.