

# Badri Lankella

Common Council  
City of Madison

10/17/2020

Application for the position of Interim Ald. District 7

To whom it may concern,

My name is Badri Lankella, and I am writing this letter to express my interest in serving as City of Madison Interim alderperson for District 7. For over 16 years I've been living in District 7 and serving various local organizations including few City of Madison committees. I've run for this position in 2019 spring elections, and I believe that experience with this community has prepared me well for this position.

During my campaign I've met most of the residents to understand the needs of the community. Also serving as board member in one of the neighborhoods of the district, I hear the issues from constituents, work with alders and educate the constituents with city policy.

As President of BNLSOFT Corp, I work with several state agencies to manage their systems and help them in their data driven decision making process. Experience with systems such as work planning, capital development, budget management and financial systems makes me perfect candidate for city council team.

Attached application provides further detail about how my qualification and background match the needs for your team. I welcome the opportunity to further discuss how I can apply my strengths to serve the District 7 residents and the City of Madison.

Sincerely  
Badri Lankella

## DISTRCT 7 INTERIM ALDER APPLICATION

**Badri Lankella**

Applicant Details:			
Last Name:	Lankella	First Name:	Badrinath
Home Address:	3017 Winter Park Pl, Madison WI 53719		
Home Phone:	(608) 237-1833	Cell Phone:	(918) 810-1817
Employer:	BNLSoft Corp	Occupation:	President
Email Address:	Vote4badri@gmail.com		
Education Background:			
<ul style="list-style-type: none"><li>• Bachelors Degree in Civil Engineering</li><li>• 22 + years of Experience in Computer Engineering</li><li>• Masters in Business Administration from UW Madison</li></ul>			
Work Experience:			
<ul style="list-style-type: none"><li>• 16+ years of experience with State Government of Wisconsin<ul style="list-style-type: none"><li>○ 4 Years with Department of Workforce Development</li><li>○ 13 Years with Department of Natural Resources<ul style="list-style-type: none"><li>▪ Manage Capital Development &amp; Building Inventory Systems for DNR</li><li>▪ Manage Land &amp; Species Management Systems for DNR</li></ul></li></ul></li><li>• 12+ years of experience as President &amp; CEO of BNLSoft Corp<ul style="list-style-type: none"><li>○ Manage HR, Payroll, Budget &amp; Financials</li></ul></li><li>• 2+ years of experience as Co-founder &amp; CEO of Catalyze &amp; Create LLC<ul style="list-style-type: none"><li>○ Manage Budget &amp; Financials</li></ul></li></ul> <p>Other Industries worked outside of Wisconsin are <b>Marketing &amp; Trading, Healthcare and Customer Service</b></p>			
Neighborhood Experience:			
<ul style="list-style-type: none"><li>• Ald. District 7 - Ice Age Falls Neighborhood Association – Treasurer</li><li>• MMSD – Huegel Elementary School – PTO &amp; FACE – Past Member</li><li>• MMSD – Huegel Elementary School – 4H &amp; Lego League – Coach</li><li>• MMSD – Toki Middle School &amp; Spring Harbor Middle School - PTO Member</li></ul>			

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### Civic Experience:

- City of Madison - Transportation Policy and Planning Board - Member
- City of Madison - Traffic Calming Sub-committee - Member
- City of Madison – Joint Campus Area Committee – Member
- Democratic Party of Dane County – Executive Member
- North South Foundation – Madison Chapter Director
- Greater Madison Area Telugu Association – Treasurer
- Association of Indians in America – Past President

### Statement on Service:

I've been living in District 7 for over 16 years, after living in 4 other states before City of Madison, this is the best place in the world to raise a family. With two young kids, I've been actively involved in our community. I did realize this is best place in the world because of the hard work of the leaders in this community.

Being on city council would be a way for me to give back to the community that has supported and encouraged me and my family for the past 16+ years. My educational background, career in public service and experience with small business in Madison have provided me with skills and insights that I believe would be useful at the council table, in serving the public, and in dealing with our neighboring municipalities. I conduct myself with integrity and commitment. I'm a strong believer in Karma, what we do in this life matters the most so dignity and honesty is most important in my life. I intend to be true to those values in all that I do for the city.

2020 is really testing times for our community. Pandemic, racial disparities and division politics are tearing apart our communities. We need balanced true leaders who can mend our communities in difficult times and pave way for better future. I believe that I'm a balanced person with no special agenda and do not have a narrow perspective on current issues. I've never acted like single expert on all matters, always worked with expert staff and public to understand issues and followed data driven decision making process.

I'm very passionate about this community and want to be part of the vision and implementation of strategies to bring together all sectors of community to identify problems, evaluate changing conditions and build collective approaches to improve quality of life in the community. Look forward to work with the great team.

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### Accomplishment Goals:

I am a strong believer in a democracy where peoples' voices matter the most. Connecting District 7 to local government is my goal and making our district's voice heard is my objective.

- Community participation in the local government decisions
- Community participation in public safety measures/recommendations
- Improving the well-being and quality of life for the community by creating and retaining the quality jobs through education and innovation.

### Spring 2021 Election Plans:

In Ald. District 7 spring 2019 election, I've lost with a very narrow margin. I was planning on running in spring 2021 before the departure of the current alder. Now this position is vacated, I'm committed to work hard and advocate for the District 7 residents. Working in the current neighborhood boards I'm aware of the issues we are facing in the district. So, I'm committed to run Spring 2021 election to continue to bring the voice of District 7 to the council.