

# Greater Madison Chamber of Commerce Alderperson Candidate Questionnaire

Please tell us about yourself.

Your Name: \*

Badri Lankella

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Aldermanic District: \*

7

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Current Home Address: \*

3017 Winter Park Pl, Madison WI 53719

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Email: \*

[REDACTED]

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Phone: \*

[REDACTED]

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Campaign website, if any:

[www.vote4badri.com](http://www.vote4badri.com)

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Social media (Twitter, Instagram, etc.) handles, if any:

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Past education and work history (question optional; alternately you may send résumé to [brett@madisonbiz.com](mailto:brett@madisonbiz.com))

Bachelor of Tech in Civil Engineering (JNTU India)

Executive MBA (UW Madison 2019)

President BNLSoft Corp., 20+ Years of Information Technology Experience.

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## Greater Madison Chamber of Commerce Alderperson Candidate Questionnaire

Instructions: Please state your position on the following issues. Please limit answers to 100 words. Any answers exceeding the word count limitations will be cut after 100 words.

If you have filled out this questionnaire before, you may skip starred\*\* questions or modify previous answers to those questions. If you skip starred answers on this questionnaire, we will re-publish your 2017 answers.

### \*\*1. Why are you seeking this office?

City of Madison is a great place to live and work, especially District 7 is an excellent community to raise the family. I've successfully started multiple small businesses in this community. Now it is time for me to give back to this community by serving for the district.

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**\*\*2. What in your background or experiences qualifies you to understand the unique needs facing small businesses?**

I understand the needs of small businesses as I own a couple small Information Technology companies. Starting a new venture capital corporation with some experienced professionals in the coming months. Grading from the University of Wisconsin – Madison with Masters in Business Administration in May 2019.

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**\*\*3. What are the most important issues the businesses in your district face?**

Recruiting and retaining a competent workforce is a big issue district is facing right now. In recent times, few of my friends moved to the east coast for higher salaries and better educational institutions for their kids. Incorporating advanced technologies at workplaces and continuous learning opportunities for staff will mitigate this issue.

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**\*\*4. What is your perception of Madison's business brand? How do you think business in Madison is perceived locally, statewide, and nationally?**

Madison, a college town and Midwest business hub, is being rated in top 10 places to work and live by various surveys. With improving transportation choices such as direct flights to/from Madison will help businesses grow more in the coming years as access to venture capitals from coastal areas are expanding. If companies like Ycombinator, TechStars start investing in startups in our town, Madison will become Midwest startup hub.

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**\*\*5. How can the City of Madison best attract and retain a diverse and talented workforce?**

Investing in the workforce is the best way to attract and retain a diverse staff. Training, career opportunities, and work flexibility are a few programs that work best with a talented workforce. As technology is improving we need to create flexible work schedules for staff and creating remote work capabilities will attract more millennial workforce to the City of Madison.

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6. How can the City of Madison build an inclusive economy and ensure the advanced industries accelerating here provide opportunity for all?

Education and Innovation are two key factors to build an inclusive economy in the City of Madison. Focusing more on STEM subjects from elementary school level, more technical training classes at MATC to advance degrees on innovation and technology at UW Madison are starting steps to achieve advanced industries in our city.

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7. With Madison's economic momentum, a continued focus must be placed on infrastructure improvements. What strategies would you recommend for the city to meet the diverse needs of worker mobility and housing?

Main strategies I recommend for Madison's economic momentum are dispersal, development and mobility.

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8. How do you define economic development? Please elaborate.

Economic development simply means improving the well-being and quality of life for the community by creating and retaining the quality jobs. These jobs will help improve the economy with growing incomes and the tax base that helps the community. Growing incomes and tax base, in turn, helps improve literacy rates, life expectancy, and poverty rates.

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9. The 115th Fighter Wing of the Air National Guard is an important driver of the Madison economy, providing an annual economic impact of over \$100 million, emergency and fire services for the Dane County Regional Airport, and over \$1 million in tuition assistance to area student guardsmen. Do you support the Wing as it seeks to continue its mission by acquiring next-generation F-35A jets? Please explain your answer.

I support the Wing since it targets all three strategies (Education, Skilled Employees, and Infrastructure development) I look for in the economic development of the City of Madison.

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10. If offered an endorsement from the Greater Madison Chamber of Commerce, would you accept it? \*

Yes

No

By submitting this candidate questionnaire, you agree that the Greater Madison Chamber of Commerce may publish it with the intent of sharing it with its membership and the general public. \*

I acknowledge that the Chamber will publish my answers to this questionnaire

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