

# VOTER GUIDE

Find out what key issues that impact Naperville this candidate supports or opposes in the Naperville City Council Election 2025.



## Nag Jaiswal

Naperville City Council Candidate

Candidate Status: Returning Candidate

Campaign Website: [NagJaiswal.com](http://NagJaiswal.com)

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### KEY QUESTIONS

Do you support or oppose the Grocery Tax Proposal?

Do you support or oppose the creation of new tax incentives?

Do you support or oppose plans to build the Nichols Library Parking Garage?

Do you support or oppose the redevelopment of the 5th avenue area?

Do you support using city resources to help small businesses recover and stay competitive in Naperville?

	SUPPORT	OPPOSE	ABSTAIN
Do you support or oppose the Grocery Tax Proposal?		✓	
Do you support or oppose the creation of new tax incentives?	✓		
Do you support or oppose plans to build the Nichols Library Parking Garage?			✓
Do you support or oppose the redevelopment of the 5th avenue area?	✓		
Do you support using city resources to help small businesses recover and stay competitive in Naperville?	✓		



# Candidate Biography and Priorities

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### CURRENT OCCUPATION

Salesforce, Senior Program Architect, 2016 – Present

- Advise high-profile clients in multiple verticals such as hospitality, retail, healthcare, high-tech, and manufacturing sectors on digital transformation strategies.
- Delivered strategic planning and Salesforce implementations, including Sales Cloud, CPQ, and Marketing Cloud.
- Guided enterprise architecture initiatives and organizational alignment for global transformation programs.

### EDUCATIONAL BACKGROUND

- Executive MBA – Northern Illinois University
- Master of Science – Electrical & Computer Engineering, Western Michigan University
- Bachelor of Engineering – Electronics & Communications, Osmania University
- Certified Illinois Assessment Officer – Illinois Property Assessment Institute – 2024

### RELEVANT BUSINESS EXPERIENCE

Dynamic and visionary thought leader with over 30 years of experience managing startups, mid-sized, and large global organizations. Proven expertise in enterprise architecture, sales & marketing, digital transformation, CRM, and business strategy development. Trusted advisor to Fortune 200 companies with a track record of delivering impactful solutions across diverse industries. Adept at aligning technology strategies with business goals to foster growth and operational efficiency.

Community Involvement & Recognition

- Rotary Sunrise Naperville Board Member
- Secretary, Association of American Engineers of Indian Origin (AAEIO)
- Akshaya Patra Foundation – Chicago Chapter Board Member
- Candidate, Naperville City Council (2025, 2023) & Naperville Park District (2021)
- Citizen Taskforce Member, IPSD 204 School District, 2024
- Past Commissioner, Human Rights and Fair Housing, City of Naperville
- Vice President, Indian American Business Council (IABC)

Healthcare Expertise

- Advisor for Behavioral Health Technology DrCloudEHR – Ensoftek Inc. (2023 – Present)
- IDD Implementation Expert for multiple IDD organizations in Washington DC - 2023-Current
- Clinical Technology Expert, CoVID Vaccine Trials – IQVIA (2020 – 2021)
- Salesforce Health Cloud Expert (2020 – Present)
- Cook County Behavioral Health Community Member - 2024 - Present



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## ELABORATE ON YOUR POSITION FOR THE ABOVE KEY QUESTIONS.

**Oppose Grocery Tax:** Naperville residents are already burdened by rising costs as a result of inflation and economic uncertainty. I oppose any near term tax increases that will impact on personal budgets of residents.

**Parking Lot:** City should consider broadening its capital spend strategy from local downtown to broader Naperville. Almost all projects are downtown centric resulting in underdeveloped areas that require boost.

## WHAT ARE THE TOP CHALLENGES FACING NAPERVILLE'S BUSINESS COMMUNITY?

- Permits and Approvals: Current approvals process is a manual process prone to inconsistent outcomes with regards to duration and complexities.
- Economic imbalance between 2 school districts/counties
- Failure to attract large businesses



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## WHAT IS YOUR ACTION PLAN FOR ECONOMIC GROWTH?

- Automate, set SLAs for speedy approvals to business proposals. This will reduce overall project cost and eliminate uncertainties
- Increase trade in South Naperville by incentivizing new development, re-zoning and re-districting
- Encourage businesses that can attract young adults to remain in Naperville by offering young adult games & entertainment options
- NDP and Chamber should collaborate with industry leaders to attract larger business which in turn will boost local SMBs

## HOW WILL YOU COLLABORATE WITH THE NAPERVILLE AREA CHAMBER OF COMMERCE

A healthy partnership between NDP, NACC, City Council, other business communities is required for a vibrant Naperville. I plan to work with all key stakeholders to come up with a strategic blueprint that clearly articulates city's growth strategy and its near-term and long-term plan to implement the strategy.



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## WHAT ARE YOUR BUDGET PRIORITIES FOR BUSINESSES?

City's long-term Energy strategy is key to its growth. AI and related technologies create a huge gap between supply and demand of power needs. Naperville is uniquely positioned with its independent power company and power-grid. City has to plan future needs of growth and ensure proper budgetary spends are in place to meet growth.

Public Safety and Behavioral Health require budgetary allocations for effective policing and ambulatory services. Fire department has done a tremendous job in meeting behavioral health needs through ambulatory services. Additional grants and spend is needed. Technology investments are required for Police department for effective vehicle and crime monitoring.

## WHAT ARE YOUR REVENUE AND TAX STRATEGIES?

City should focus on spend-local strategy incentivizing local residents to shop small, shop local with a points based discount model that can bring in additional tax revenue and business. In addition, city can boost revenue through ad spaces.



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## **HOW WILL YOU HELP BUILD A STRONG WORKFORCE PIPELINE FOR NAPERVILLE'S EMPLOYERS?**

Incubation spaces that combines education, real-estate and leadership to join forces for a startup culture that will build a talent pool that can grow and remain local

## **HOW WOULD YOU HELP BUSINESSES ADAPT TO ECONOMIC CHANGES, NEW TECHNOLOGIES, AND WORKFORCE CHALLENGES?**

Collaborate with Universities and Business Leaders to come up with forums, seminars and JVs. Encourage B2B networking environment.



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## HOW WOULD YOU RATE NAPERVILLE'S BUSINESS INFRASTRUCTURE, AND WHAT PROJECTS WOULD YOU PRIORITIZE FOR GROWTH?

Power - 9. Renewables and AI growth strategy.

Roads - 6. Improve on road quality

Water & Sanitation: 9

Safety: 9

Transport: Future state planning for easy movement of vehicular traffic to I-88

## AFTER YOUR PREVIOUS CAMPAIGN, WHAT LESSONS HAVE YOU LEARNED, AND HOW WILL YOU BETTER SERVE LOCAL BUSINESSES?

I have been in constant touch with local businesses since my last run and am aware of their challenges. Especially in South Naperville where several businesses have shutdown or in the process of closing. Chamber should expand its footprint in South Naperville and D-204 schools so that local residents and businesses can benefit from the network and resource gaps.