NATALIE GUSE
Businesswoman/Mother/Entrepreneur

Friends & Neighbors,

My husband and I chose Rancho Santa Margarita to raise our family, build our business, and call it home. As a parent with children in our local public schools, I am committed to preserving the safe, family-oriented community that makes Rancho Santa Margarita a special place to live.

I am proud to hold a Doctorate in Business Administration, a Master of Business Administration in Public Management, and a Bachelor's Degree in Media Economics. In 2008, I landed at LAX with two suitcases, ready to pursue the American Dream.

Throughout my career, I have helped businesses and organizations grow by identifying opportunities, understanding markets, increasing revenue, and developing strategies for success.

I will bring these leadership and business skills to the RSM City Council, combining strategic planning, transparency, accountability, and an understanding of the economic impact of every decision.

One of the highlights of my career was contributing to a project in Stuttgart, a state capital and host city for the 2006 FIFA World Cup, where I helped develop strategies to increase city revenue, strengthen local economy, and maximize the opportunities created by a global event.

As a proud American citizen, I founded multiple successful businesses and today lead business strategy and operations as a Chief Operating Officer while serving as a business and marketing consultant for clients. I also serve as an HOA Board Member, helping preserve our community's safety, beauty, and quality of life.

If elected to the City Council, I am committed to supporting projects with a focus on long-term community benefit and measurable value for every tax dollar invested.

My priorities include preserving public safety by supporting our police and firefighters, improving affordability by bringing affordable after-school programs to RSM and supporting initiatives that strengthen our local economy. I will also work towards implementing term limits, expanding opportunities for residents to place issues on the City Council agenda, and preparing our city for the future.

If elected, I am dedicated to fostering a positive and collaborative community where residents' ideas and concerns will guide me in shaping Rancho Santa Margarita's future. I will lead with integrity, kindness, and a commitment to investing every tax dollar for the benefit of Rancho Santa Margarita today and tomorrow.

I look forward to serving as your first City Council member for District 2. I respectfully ask for your support and vote.

Dr. Natalie Guse
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