



Randal Stancik
General Manager, Skydeck Chicago (Willis Tower)
EQ Office

Randal Stancik, who joined the Willis Tower team in 2007, brings over thirty years of marketing, advertising and operational experience in the tourism, real estate and service industries. As General Manager based at Willis Tower, he oversees all aspects of Skydeck Chicago's business unit and provides marketing and communications direction for Willis Tower's management initiatives. He has created and developed a multimillion-dollar redevelopment plan, including The Ledge, which modernized Skydeck Chicago while providing a rapid Return on Investment. Stancik provided branding consultation throughout the negotiations to rename Willis Tower and directed the rebranding design and rollout for the Willis Tower, Skydeck Chicago and Ledge marks.

Stancik is responsible for creating and implementing all marketing, advertising, sales and public relations plans that have increased Skydeck Chicago revenues over 330% while generating positive exposure for Willis Tower. He focuses on improving operational efficiencies, developing guest/staff interactivity, maximizing revenues from current partners and creating new revenue sources. Stancik, as spokesperson for Skydeck Chicago or Willis Tower, has conducted over 500 television, radio, print and web interviews including Good Morning America, The Today Show and The Ellen Show.

Stancik is playing an integral role in Willis Tower's \$500+ million redevelopment that is currently in the process of transforming the tower into Chicago's premier office, retail, and entertainment location.

Prior to Willis Tower, Stancik spent a decade passionately developing the recently renovated Hancock Observatory atop John Hancock Center into a top tier Chicago attraction. Stancik tripled revenues and doubled annual visitation through a comprehensive mix of advertising, marketing and public relations. He founded and coordinated "Hustle Up The Hancock", a stair climb event that has generated over \$21 million for a Chicago charity and approximately \$8.5 million in publicity for John Hancock Center. Prior to John Hancock Center, Stancik directed promotional efforts for a national mortgage and insurance company, provided marketing consultation to 20 national markets for a Fortune 1000 company, implemented traditional and non-traditional marketing programs for a local transit authority and managed an international student office and student housing center for Roosevelt University.

Stancik is a two-time graduate of Roosevelt University receiving both a Bachelor of Science in Business Administration and a Master of Science in Marketing Communications.

Organization and Association Leadership & Recent Awards

Board Member, One For The Kids

Past Steering Committee Member, World Federation of Great Towers

Past Board Member, Travel Industry Association's National Council of Attractions

2019 Illinois Excellence Award, Best Social Media Marketing

One For The Kids Excellence Award

Shirley Ryan Ability Lab VIP Award (Skyrise Chicago)