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## 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, operational, and development experience in Chicago’s tourism, real estate, and service industries. As General Manager based at Willis Tower, he provides executive leadership to the $46 million Skydeck Chicago business unit and provides marketing and communications direction for Willis Tower’s management initiatives.

Stancik has led two multimillion-dollar redevelopments at Willis Tower. Stancik visualized and created The Ledge, an unforgettable glass floor experience, that modernized Skydeck Chicago and helped earn a Trip Advisor Top 10 Worldwide Attraction award as voted on by travelers. He most recently led the curation and design of a world-class Chicago museum and observation deck as part of Willis Tower’s $500+ million redevelopment that has transformed the tower into Chicago’s premier office, retail, and entertainment location.

Stancik is responsible for creating and implementing all marketing, advertising, sales, and public relations plans that have increased Skydeck Chicago revenues over 400% while generating positive exposure for Willis Tower. He specializes in developing memorable guest experiences, creating new revenue sources, maximizing mainstream revenue, developing guest/staff interactivity, and improving operational efficiencies. Stancik, as spokesperson for Skydeck Chicago or Willis Tower, has conducted over 850 television, radio, print, and online interviews including Good Morning America, The Today Show and The Ellen Show.

Stancik also provided branding consultation throughout the negotiations to rename Sears Tower and directed the rebranding design and rollout for the Willis Tower, Skydeck Chicago and Ledge marks.

Prior to Willis Tower, Stancik spent a decade developing a 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. 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.

Philanthropically, Stancik founded both Hustle Up The Hancock at John Hancock Center and SkyRise Chicago at Willis Tower. These two annual stair climb events have raised over $39 million for Chicago non-profit organizations while generating over $17 million in publicity. He has also served as President and Board Member at One For The Kids, a Chicago based organization passionately raising funds for youth organizations and families in need. Stancik was also named EQ Office’s nationwide Volunteer of The Year in 2023 and 2022.

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

He has completed entrepreneurial coursework at Northwestern University and has recently been a guest tourism lecturer, presenter, or panelist at Northwestern University, Roosevelt University, Choose Chicago, Ateema, and Youth Build.

Personally, Stancik savors his family time and is a tireless experience chaser who does not take tomorrow for granted.

##### Recent Organization and Association Leadership & Awards

2022-2024 Executive Committee & Treasurer, World Federation of Great Towers

2022-2024 Past President, One For The Kids

2023 & 2022 Volunteer of The Year, EQ Office

2022 State of Illinois Excellence in Tourism Award, Best Public Relations Campaign

2021 Shirley Ryan Ability Lab Community Impact Award

2021-2022 Youth Build Mentor

2021 Public Relations Society of America’s Skyline Award of Excellence

2021 Tiquets Remarkable Venue Award National Finalist (with L.A.’s Allegiant Stadium & Edge at Hudson Yards)

2020 Upshow Emerald Award

2019 Trip Advisor Top 10 Worldwide Attraction (consumer voted)

2019 State of Illinois Excellence in Tourism Award, Best Social Media Marketing

2019 Publicity Club of Chicago Golden Trumpet Award, Best Integrated Marketing Communications

2004-Present Board Member, One For The Kids, One For The Kids Excellence Award

Past Board Member, U.S. Travel Association’s National Council of Attractions

All-Time Top 50 Basketball Team, Oak Lawn Community High School

Hall of Fame, Lemont Christmas Classic