

Michael Gessel

President, ASI Signage Innovations

Experience

President, ASI, Missouri/Kansas at ASI | Signage Innovations

October 2003 - Present (11 years 10 months)

ASI specializes in the planning, design, and implementation of wayfinding and signage projects. We work closely with our clients to understand and create an outcome that meets their needs. Solutions incorporate interior, exterior, and dynamic digital signage to accomplish the functional and image/identity their objectives. You will find our work in healthcare, education, corporate, government, and hospitality facilities.

We strive to be the most trusted firm in our industry. If you are looking for a partner to plan, design, and implement a wayfinding/signage solution for you, we ask that you give us an opportunity to serve you. You can learn more at our website: www.asisignage.com

Board Member/Vice President at St. John Lutheran Church, Ellisville, MO

July 2008 - June 2014 (6 years)

Wholesaler Development at Anheuser-Busch

1994 - 2003 (9 years)

Various at Anheuser-Busch

1979 - 2003 (24 years)

Volunteer Experience

Job & Leadership Training Advisory Board Member & Mentor at Mission: St. Louis

September 2012 - Present (2 years 11 months)

Serve as member of Advisory Board for Job & Leadership Training Program, as well as providing weekly mentoring to at-risk men in in program. Mission: St. Louis exists to transform the city of St. Louis through education, empowerment, and economic development by connecting churches with neighborhoods in need.

Board Member at St. John Lutheran Church, Ellisville, MO

July 2008 - June 2014 (6 years)

St. John Vision - A church partnering with the people of our community to offer faith, hope and love to the world through an emphasis on compassion, Christian service and the Next Generation. St. John Mission - To save the lost and strengthen the saved to live bold and courageous lives of Christian witness before a non-believing world.

Specialties

Certified to teach AIA accredited Continuing Education classes: ADA & Accessibility Guidelines - 1 Hr HSW
Green: Strategies for Signage - 1 Hr HSW/Sustainable Design Introduction to Solar Signage - 1 Hr HSW/
Sustainable Design Typography - 1 Hr HSW Wayfinding - 1 Hr HSW

Education

Saint Louis University

Master of Business Administration (M.B.A.), 1979 - 1983

University of Missouri-Columbia

BSIE, Industrial Engineering, 1975 - 1979

Activities and Societies: Beta Sigma Psi Fraternity

Interests

Home Brewing, Golf, College Sports (Mizzou) Fan

Skills & Expertise

Digital Signage

Project Planning

Human Resources

Typography

Sales Management

Marketing Strategy

Marketing

Brand Development

Strategic Planning

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[Contact Michael on LinkedIn](#)