

**Board of Selectmen
Special Meeting
September 22, 2022 9:00 AM**

This meeting will be held remotely via Zoom

Join via PC, phone, tablet: <https://us02web.zoom.us/j/89005110023>

Webinar ID: 890 0511 0023

Join by phone: 312 626 6799

- 1 - Call to order
- 2 - Pledge of Allegiance
- 3 - Interview of Maxwell Rosenthal for possible appointment to the Board of Finance to fill the vacancy created by Steve Ezzes' resignation
- 4 - Interview of Harry Falber for possible appointment to the Board of Finance to fill the vacancy created by Steve Ezzes' resignation
- 6 - Adjourn

3. Interview of Maxwell Rosenthal for possible appointment to the Board of Finance to fill the vacancy created by Steve Ezzes' resignation



Fwd: [EXTERNAL] Application for Board of Finance position

1 message

Samantha Nestor <snestor@westonct.gov>
To: Executive Assistant <executiveassistant@westonct.gov>

Samantha Nestor
First Selectwoman
Town of Weston
203-222-2656

----- Forwarded message -----

From: **Maxwell Rosenthal**
Date: Tue, Sep 13, 2022 at 10:19 AM
Subject: [EXTERNAL] Application for Board of Finance position
To: <snestor@westonct.gov>, <ajenner@westonct.gov>, <mmohabeer@westonct.gov>

Hi All,
>
> I'm writing to apply for the open Democratic seat on the Weston Board of Finance.
>
> Attached is my LinkedIn Profile resume and below is some additional detail about my work and board experience.
>
> Thank you in advance for your consideration. I look forward to hearing back.
>
> Best,
>
> Max Rosenthal
>

Short Bio:

> I am currently the Head of Learning and Development for the Global Fixed Income and Global Credit businesses at Citadel, one of the largest and most successful hedge funds in the world. In this role, I'm primarily responsible for designing and building programs and advising our CEO, COO and Senior Leadership on all matters relating to people, with a particular emphasis on management and talent development of our investors and quantitative researchers. Prior to this role, I held a few other people-related roles at Citadel and Bridgewater Associates, the world's largest hedge fund based in Westport CT.

> Prior to that, I practiced employment law for about a decade. First, at law firms in NYC originally focusing on commercial and real estate litigation, but ultimately developing an expertise in employment law, both litigation and counseling. Then afterwards as an in-house labor and employment attorney at a large media and television company, where I served as lead negotiator in nationwide collective bargaining negotiations.

>
> Also, I am currently the Chairman of the Board of Trustees of Inwood Academy for Leadership, a charter school based in Inwood, NYC. Inwood currently has grades 6-12 (was just approved by the state to expand K-5) with around 900 students and 120 teachers and administration. I also sit on the Finance and HR Committees.

> In this capacity, I am responsible for running our Monthly and Annual meetings, managing the agenda, and generally ensuring the Board is properly overseeing and advising the School's Leadership team. On a weekly basis, I work closely with the CEO and Leadership Team to advise on all matters impacting the school, including budgeting and finance, facilities and its upcoming expansion, community and family outreach, employment matters, government relations, and academics.

>
>
>>>

Maxwell Rosenthal

New York, New York, United States



[linkedin.com/in/maxwell-rosenthal-79392028](https://www.linkedin.com/in/maxwell-rosenthal-79392028)

Summary

Executive | HR Leader | Attorney | Board Chair | Published Author

Experience



Head of Learning and Development, Global Fixed Income | Global Credit

Citadel

Dec 2021 - Present (10 months +)



Chairman, Board of Trustees

Inwood Academy for Leadership Charter School

Oct 2018 - Present (4 years +)



Manager, People Operations

Citadel

Dec 2019 - Dec 2021 (2 years 1 month)



Senior Employee Relations Associate

Bridgewater Associates

Jun 2018 - Dec 2019 (1 year 7 months)



Labor & Employment Attorney

Fox Television Stations

Oct 2015 - Jun 2018 (2 years 9 months)



Employment Attorney

Tarter Krinsky & Drogin LLP

Sep 2010 - Oct 2015 (5 years 2 months)



Litigation Attorney

Stiefel Cohen & Foote LLC

Sep 2009 - Sep 2010 (1 year 1 month)

Education



Northeastern University School of Law

Juris Doctor, Law

2006 - 2009



University of Maryland - Robert H. Smith School of Business

Bachelor of Science, Marketing

2001 - 2005

Licenses & Certifications



License to Practice Law in CT - Connecticut State Bar

430808



License to Practice Law in NY - New York State Bar

4815338



Senior Certified Professional - SHRM

Skills

Employment Litigation • Commercial Litigation • Litigation • Employment Law • Legal Research •
Legal Writing • Legal Issues • Civil Litigation • Trade Secrets • Courts

4. Interview of Harry Falber for possible appointment to the Board of Finance to fill the vacancy created by Steve Ezzes' resignation



Harry Falber is a consultant in growth and defense strategies, turn-arounds, start-ups, brand and IP licensing, new business development, marketing, sales, compliance, training, advertising management and creative development. He works globally in the consumer and business-to-business market. He served as an elected Commissioner of Planning & Zoning in Weston, CT, community organizations, Steering Committee member of the League of Women Voters of Weston, CT, and as a mentor and advisor to early-stage start-ups. He currently is a management advisor at Clewed, an investment advisory company to small and medium sized businesses, and an advisor to 3 Dux Designs, an elementary education company.

His career includes positions as interim international country and regional manager, and he has served clients in investigating and evaluating business units and potential investment targets for merger, acquisition, or divestment. He's worked throughout Asia, the EU, Eastern Europe, and the Americas.

He has developed successful strategies, implementing them for both large and small companies including as president of Hallmark Cards' e-commerce flower & gift business, vice president of Smith & Wesson, Nabisco, Gerber Infant & Baby (Novartis), CP Kelco, Reynolds Consumer Products (Reynolds, Baco UK & Bulgaria, Presto), Alcoa, Nat Sherman Tobacconists, 1800Flowers.com, PC Flowers & Gifts, Polaroid Corporation, and Sturm Foods (Treehouse Foods).

Harry has personally led innovation and licensing initiatives, sales teams and engineered corporate and brand rehabilitation, product line repackaging, opened new factories and call centers as well as managed and written scripts for call center CSRs. He's developed and initiated strategic turnarounds, executed international market and competitive intelligence assignments including in Russia and China, and created and run global sales meetings. He uncovered the weaknesses in Green Mountain Roasters' Keurig K-Cup patents, leading to the first K-Cup not produced by Green Mountain, and assigned patents over to clients. He left Nabisco to start-up his own casual dining restaurant and catering chain.

His career began in advertising where he worked for agencies considered part of the Madison Avenue creative revolution - Scali, McCabe, Sloves, and Della Femina, Travisano & Partners. In 1975, he was recruited to become advertising manager at Polaroid under Dr. Edwin Land and after seven years, following the retirement of Dr. Land, he left to become Director of Marketing for Nabisco's imported beer division. He's worked on and developed strategies, advertising, promotion, packaging, and shopper marketing for Volvo, Polaroid, McDonald's, Great Adventure/Six Flags, Fuji Film & Cameras, Volkswagen, Bristol-Meyers, New York Daily News, Moët & Chandon, Cointreau, Teacher's Scotch, imported beer including Dos Equis, Sol, Beck's, Moosehead, Carlsberg, Foster's Lager, and Pilsner Urquell, and adult gaming for the Rooney Family – owners of the Pittsburgh Steelers and various racetracks. He's been involved in innovation projects including the development and introduction of the world's first cameras using Sonar technology, and a sustainable lawn and garden business for Alcoa's Reynolds Consumer Products.

Harry lives and works in Weston, CT. His wife, Pattie, is Weston's intermediate school principal and certified as a Connecticut school district superintendent. His stepdaughter, a graduate of Weston High School and Colgate University is Director of Engineering at Bitly, a global URL shortener and QR code management platform. His son, a graduate of Weston High School and Indiana University, began his career at E. & J. Gallo, launched a frozen food company, Rooster & Lark, and is currently a Customer Collaboration Manager at Danone North America.

His website is:

<http://www.tradeareamarketing.com>

Harold (Harry) Falber

Strategy and Marketing consultant, interim manager, board advisor & mentor providing interim, start-up and general management (domestic and international), delivering improved share and stakeholder equity, significant revenue and sales growth, increased brand awareness, consumer perception, and brand loyalty. Areas of expertise: FMCG, Private Label, Import/Export, Licensing, Advertising, Shopper Marketing, Media Planning & Placement, Customer Relations, Organizational Development, Public Relations, Event Management, Speech and Copywriting, Retail, Casual dining, E-commerce, Business-to-Business, Tobacco, Floral, Firearms, Cameras, and Film, Automotive, Infant & Baby, Beer, Wine, Spirits, Distributor Selection & Management, Packaging, Ensuring compliance with FCPA, BA2010.

Current:

Advisory Partner - Clewed. (clewed.com) Clewed beliefs: smaller companies provide the best long-term investment opportunities when they allow the power of compound interest to work. Clewed's platform cuts the traditional cost of service, risk management and capital. We enable these companies to grow exponentially, by tapping into a large pool of backers who can now collectively invest in attractive opportunities previously reserved for institutional investors.

Advisor – Weston Connecticut Lachat Town Farm & Friends of Lachat – a 501(c)3 organization. Lachat Town Farm is the centerpiece of Weston and center of learning and community activities for adults and children with a twelve-month schedule of events on a donated dairy farm with a 1700 era restored farmhouse, outbuilding, and a new eco-center starting construction,

Steering Committee Member of Weston, CT League of Women Voters – primary responsibility is for public engagement and social media along with strategic planning to engage more residents in town governance.

Advisor – 3DuxDesigns – STEM Architectural Modeling System and K-5 educational programs

**Commissioner, Planning & Zoning Commission
Weston, CT**

2017 - 2020

Owner

**Trade Area Marketing Group
Weston, Connecticut**

2001-Present

Global strategy & on-location interim management, licensing, innovation, e-commerce, social media, distributor selection and management, strategic planning. Representative clients: 3DuxDesigns (STEM immersive children's modeling sets and education programs,) BrikCharger (Juul accessories), Academic Villages, Spain (for-profit educational services and training), Make in LA (global startup accelerator), Enertiv (energy monitoring systems). Nat Sherman Tobacco Products, Reynolds Consumer Products, Relaxation Technology/Sleep Innovations, Baco Consumer Products (UK, Bulgaria), Gerber Infant & Baby-A/P & EU, Beck's Beer, Smith & Wesson, GeoSystems Lawn & Garden, St. Pauli Girl, Radetec Firearm Accessories (Spain), CP Kelco Asia-Pacific,

Representative work

Reynolds Consumer Products Handi-Vac Food storage system: complete turnaround for brand including improved product design and qc in China plants, new package design and in-store displays. Produced a D-T-C ad campaign with significant sales improvement and shelf velocity among existing customers. Won best new product at National Hardware Show, increased distribution to include Ace, True Value, HSN. Developed plan for EMEA launch.

Presto Products: Developed new lawn and garden multi-product consumer category introducing Presto to a whole new class of trade (The Home Depot, Lowe's, ACE, True Value).

Baco Consumer Products: opened new factory in Bulgaria, developed an all-new (licensed) product line for grilling, an Eastern European sales strategy and organization, a special shelf-set program for Tesco, conducted quality control inspections, and recommended manufacturers in Asia.

Gerber (Novartis) Designed and executed successful reorganization of A-P region, rebuilt Philippines distribution system, hired new country general managers, hired and trained 3rd party medical marketing company, evaluated licensees, improved distribution tactics in EU. Produced global sales meetings in Asia, US, and EU.

Vice President, Licensing

**Smith & Wesson Holding Company
Springfield, Massachusetts**

2010 – 2012

Developed and implemented successful strategy to broaden offerings outside of firearms. Created a quality-oriented advertising strategy and ad campaign, ranked the best-performing firearms campaign in its research history by Starch/GFI without resorting to "high-testosterone" imagery. Rebuilt the licensing portfolio, developed a complete men's and women clothing line. Created, and ran S&W's US and UK licensing industry trade shows. Negotiated settlement with major French licensee in French Courts preventing contempt of court decision. Conducted S&W's first consumer attitude and usage study, built strategy for female firearm market.

Senior Vice President (previously a consultant to)
Sturm Foods, Inc (Treehouse Foods, Inc.)
Manawa, Wisconsin

2008 – 2009

Private label manufacturer of powdered soft drinks, hot cereals, and McCann's Irish Oatmeal. Uncovered patent weakness in Green Mountain Roasters Keurig K Cup system and developed defensible workaround to launch a private label K Cup pre-patent expiration. Developed new product concepts for Walmart Great Value, product and promotions for Ocean Spray, FiberOne (General Mills), Harry Potter Theme Park (Universal Studios).

President

Hallmark Flowers & Gifts (Hallmark Cards)
Hallmarkflowers.com was the e-commerce unit of Hallmark Cards.
Kansas City, Missouri

2005 –2006

Successful five-month turnaround, record increases in sales (+50%), margin, customer satisfaction (22% to 43%), repurchase (43% to 60%) and return-to-site intent (+55%), likelihood to recommend (42% to 53%), product quality. Rebuilt web store (+25% in response time, 100% uptime), reorganized distribution warehouse and bouquet building system (order velocity up 50% to 1200/hour), expanded product line, improved call center customer engagement, new product development, team morale. Created new B-to-B, religious and ethnic products.

Vice President - Sales & Marketing

Kiamos & Tooker, Inc (cut flowers - global grower and distributor)
New York, Ecuador, Holland

1998 –2000

Director Sales and Marketing - Bloomnet (Independent, licensed florist division)
1800Flowers.com

1997 – 1998

Owner

Trade Area Restaurant Group, Inc.
Stamford, Connecticut, Hoboken, New Jersey

1987 –1996

Harry's TX Barbecue & AZ Grill – an award-winning chain of casual dining, southern pit barbecue restaurants and catering businesses.

Director of Marketing - Nabisco's Imported Beer Division

Nabisco Brands
New York, New York

1983 – 1987

Moosehead Beer, Pilsner Urquell, Foster's Lager, Dos Equis, Superior, Sol, Carlsberg, Clausthaler NA, New Products,

Earlier positions, 1968-1982:

Group Senior Advertising Manager – Polaroid Corporation (responsible for cameras, film, sunglasses, corporate quality print and broadcast campaigns, magazine and radio advertising budget, new product development, media relations.

Advertising Manager – Volvo of America.

Advertising agency media planning & placement and account service: Scali, McCabe, Sloves; Della Femina, Travisano & Partners; Rosenfeld, Sirowitz & Lawson (Accounts: Volvo of America, New York Daily News, Six Flags, Ruffino Wines, Teacher's Scotch, Blue Nun Wine, Moet Chandon, Dom Perignon, Beck's Beer, Volkswagen, Bristol-Myers, Ty-d-bol, Yonkers Raceway, Corgi Toys, Xerox, Vanguard Funds, Wimpy's International, McDonald's.)

Education

MIT Sloan School of Management 1981-1982
C.W. Post | LIU 1965-1968
Hartwick College 1963-1965
New York Military Academy 1960-1963

Past Board Member – Stamford, CT Chamber of Commerce
Temple Israel of Westport, CT