



CITY OF MELROSE

FINANCE COMMITTEE

AGENDA • FEBRUARY 13, 2023

Council Chamber, First Floor, Melrose City Hall Committee Meeting
562 Main Street, Melrose, MA 02176

7:10 PM

The public should take notice that the Melrose City Council may, on certain occasions, have a quorum in attendance due to standing committees of the City Council consisting of both voting and non-voting members. Members attending this duly posted meeting are participating and deliberating only in conjunction with the business of the standing committee.

I. CALL TO ORDER

Maya Jamaledine

Chair

Jack Eccles

Vice Chair

Robb Stewart

Manjula Karamcheti

John Obremski

Jen Grigoraitis

President, Ex Officio

II. PUBLIC COMMENT

Remote Link for Public Comment:

<https://cityofmelroseorg.zoom.us/j/99081483447?pwd=Nm1hT3R1Z3l2cWJ3bTZkdVBzbW1Kdz09>

Meeting ID:

990 8148 3447

Password:

Melrose

III. ORDERS

1. **ORDER-2023-61** : Appointment of William I. Thompson, IV of 642 Franklin Street, to the Melrose Board of Registrars of Voters for a one-year term, said term to fill the appointment of Cynthia Silveria, who has resigned from the Board and whose term would expire on the last day of March 2024.

Offered by: Mayor Paul Brodeur

Sponsored by: Mayor Paul Brodeur

From: City Council

ASSIGNED TO COMMITTEE

IV. ADJOURNMENT

**WILLIAM I.
THOMPSON IV**

January 19, 2023

Lily Martin
Communications and Community Outreach
City of Melrose, Office of Mayor Brodeur
562 Main Street
Melrose, Massachusetts 02176

Dear Lily,

Thank you for the call on Wednesday regarding the appointment as a member of the Board of Registrars of Voters. I would like to confirm my interest in accepting this role.

Sincerely,

William I. Thompson, IV

WILLIAM I. THOMPSON IV

Sales & Marketing, Leadership

I have spent the past 30 years representing growth organizations in diverse roles including sales & marketing, accounting & finance, and strategic alliances & program development. My background consists of commercial representation for IBM Maximo Asset Management, HxGN Enterprise Asset Management (EAM), and other condition monitoring facilities intelligence software applications, services, and platforms.

I have been successful selling, marketing, and establishing long-standing business relationships by aligning with strategic partners to help fuel my company's growth.

My track record is represented by profitability and success. I am an independent thinker who surrounds himself with a strong, efficient, and effective network. I work diligently to instill a confidence in the organization and work to support that with daily execution as my core work ethic and principle.

I am interested in the Board of Registrars of Voters appointment as an opportunity to continue my interest in the civic process. I am a long-time volunteer for Melrose Little League, Babe Ruth, Melrose Youth Soccer, the City of Melrose Recreation, and Junior Achievement. I currently serve on the Board of Directors for Melrose Little League as acting treasurer. I have four sons active in youth sports and activities in Melrose and take great pride in our fantastic community.



STRENGTHS

Experience & Leadership
Marketing
Strategic Alliances
Sales
Business Development

SKILLS

Communications
Customer Engagement
Go-To-Market Strategy
Marketing Program Development
Sales Enablement
Team Collaboration

CONTACT

PHONE:

[REDACTED]

EMAIL:

[REDACTED]

EDUCATION

University of Massachusetts at Lowell

Manning School of Business – MBA Program
Completed Coursework 2021-22

Cornell University

Johnson Graduate School of Management – Graduate Level Certificate
Marketing Strategy – 2016

Harvard University

Extension School – Graduate Level Certificate
Special Studies in Administration & Management – 2004

Westfield State University

BS – Business Administration with concentration in Accounting – 1992

WORK EXPERIENCE

Newcomb Hollow Marketing Solutions – Managing Director

August 2022 – Current

- Enterprise Asset Management Sales & Marketing Strategy Consultant
- Website Analysis & Recommendation Reporting
- Disruptive Marketing Plans for Stagnant Industries

Datamura Solutions – Vice President, Sales & Marketing

April 2021 – August 2022

- Established sales and marketing function for innovation company.
- Created website and social media content.
- Developed sales pipeline and reporting structure.
- Led lead generation strategy and tactical execution.
- Published a facilities and engineering use case study with AstraZeneca.
- Presented facilities intelligence topic at international pharmaceutical technical-operations event.

JFC & Associates – Director, Sales & Marketing

February 2020 – March 2021

- Established sales and marketing function for consultancy business.
- Executed Business Development, Sales, Marketing, and Strategic Alliance function for EAM (Enterprise Asset Management) & IBM Maximo Asset Management software and solutions.
- Completed Zoho CRM design and deployment.
- Doubled LinkedIn professional followers.
- Tripled website traffic.
- Facilitated the Northeast Maximo User Group Meeting 2x annum.
- Nominated and received 2020 Internet of Things Platform Solutions award from reliabilityweb.com.

GenesisSolutions – Global Director, Asset Performance Optimization

July 2007 – January 2020

- Contributed and led sales and marketing efforts for global EAM Systems & Technology consulting practice.
- Created revenue stream for novel integrated CMMS & Asset Reliability service and delivery.

- Doubled company revenue in first five years through the creation and deployment of an integrated marketing communications program.
- Facilitated Global EAM Seminar and Pharmaceutical EAM Symposium schedule and program.
- Nominated and received 2017 Solutions award for Asset Criticality Ranking Tool from Uptime Magazine.

Work Technology Corporation – Eastern North America Sales Manager

August 2000 – July 2007

- Led IBM Maximo software, planning and scheduling, data validation, and service sales in Eastern United States, Canada, and the Caribbean.
- Helped increase customer base 1.5x and closed major energy sector and US National Laboratory accounts.
- Presented at annual Caribbean Maximo User Group meetings.
- Co-facilitated as Team Lead for Facilities Management Maximo User Group meetings.

Project Software & Development, Inc. (PSDI) – Accounting & Strategic Alliances Positions

August 1992 – August 2000

- Started career as Accounting Clerk
- Gained required experience as US Air Force Accounting & Finance college co-op through Westfield State College's program with Holyoke Community College.
- Promoted to Staff, Senior, and Supervisory Accountant positions.
- Managed rapid growth, expansion, acquisitions, and a successful IPO and secondary offering.
- Transitioned into a Strategic Alliances representative role, managing the Maximo Connect Partner Program.
- Functioned as Partner & Sponsor Manager for Maximo World Conferences 1996-2000, grew sponsorships and partner exhibition revenue year-over-year in same time frame.
- Awarded PSDI PRIDE Award 1999 for Outstanding Achievement.
- Selected to lead inaugural PSDI Events Committee to help maintain small company culture during rapid growth phase.
- Served as liaison between PSDI Executive Team and EAM Industry Analyst Community 1996-2000.

PERSONAL

Married to Anne with 4 sons (Liam, Jack, Benjamin & James)

Active in City Youth Sports and Leadership Ages K-High School

Jimmy Fund Dana-Farber Cancer Institute Summer Baseball Program Lead



CITY OF MELROSE

PAUL BRODEUR

Mayor

OFFICE OF THE MAYOR

City Hall, 562 Main Street
Melrose, Massachusetts 02176
Telephone - (781) 979-4440

MEMORANDUM

To: Melrose City Council
From: Mayor Paul Brodeur
Re: Melrose Board of Registrars of Voters
Date: January 24, 2023

I respectfully request the Honorable City Council confirm the appointment of registered Republican William I. Thompson, IV of 73 Beacon Street, to the Melrose Board of Registrars of Voters for a one-year term, said term to fill the appointment of Cynthia Silveria, who has resigned from the Board and whose term would expire on the last day of March 2024.

Mr. Thompson is a long-time volunteer for Melrose Little League, Babe Ruth, Melrose Youth Soccer, the City's Recreation Department, and Junior Achievement. Mr. Thompson has spent the past 30 years of his professional career in diverse roles including sales & marketing, accounting & finance, and strategic alliances & program development.

Mr. Thompson is eager to continue his service to Melrose by serving on the Board of Registrars of Voters and to continue his interest in the civic process.

Thank you for your consideration.