

RTC Endorsement of Martin Avallone (U)

TOWN OF WILTON
BOARD OF SELECTMEN

BOARD AND COMMISSION
CANDIDATE SUBMISSION BY THE REPUBLICAN PARTY

Please fill out the following for each candidate being endorsed of a Board or Commission appointment. This application plus additional materials should be emailed to Jackie Rochester in the First Selectman's Office. Please note each candidate must also complete a Candidate Application.

Board or Commission: **Economic Development**

Candidate: **Martin Avallone**

Number of applicants interviewed for this position: **One**

Reasons for recommending this candidate:

Martin (Marty) Avallone was vetted and endorsed by the RTC on January 5th, 2021 for a seat on the Economic Development Commission. Marty has had a fantastic career in business, founding and growing two successful media planning and buying agencies; before that he was VP of Corporate Development and General Counsel for a publicly-traded software company. He understands how business leaders think, through his own experience as one himself and through working with myriad businesses on formulating and executing their media strategies. Additionally, Marty is a long-tenured resident of Wilton with a great knowledge of and affinity for this town. He has a strong desire to put his unique attributes to work in helping Wilton attract new, innovative businesses to town.

Marty is politically unaffiliated.

[Type the document title]

**TOWN OF WILTON
BOARD OF SELECTMEN**

**BOARD AND COMMISSION
CANDIDATE APPLICATION**

All candidates who wish to be considered for appointment to a non-elected Board or Commission or appointed to a vacancy on an elected Board filled by the BOS must complete this application. Where appropriate candidates may choose to reference an attached resume, containing the required information

Board or Commission: Wilton Economic Development Commission

Candidate: Marty Avallone

Contact information:

Phones: 404-538-0937 (cell)

Email: martyavallone@gmail.com

Political Affiliation: Unaffiliated

Addresses for the last 10 years: 19 Windy Ridge Place, Wilton CT 06897

Employment for the last 10 or more years: Working Media Group

Post high school degrees and certifications: B.A. Economics, Columbia University; J.D., Duke University School of Law.

Wilton town or community volunteer positions for the last 10 or more years: Wilton Little League Board of Directors; Manager Wilton Little League; Merit Badge Counselor Wilton Boy Scouts Troop 20.

Volunteer positions outside of Wilton for the last 10 or more years: None

Candidate Statement for Seeking Appointment

Candidate: Marty Avallone
Address: 19 Windy Ridge Place, Wilton CT 06897
Email: martyavallone@gmail.com
Phone: Cell: 404-538-0937
Home: 203-210-7262

Commission: Wilton Economic Development Commission

Reason for Seeking Appointment:

My wife and I love Wilton as our home and community for the past 14 years. It's where we've raised our children in a safe and beautiful environment and proudly educated them in the superb Wilton school system. We support the many great local businesses that in turn support the Wilton community and appreciate how vital a thriving business community is to the Wilton community as a whole. I would like to contribute my personal and business skills to benefit existing Wilton business and work to attract new businesses to this wonderful community.

Qualifications for Appointment :

- B.A. Economics, Columbia University and continued interest/study in business and economics
- J.D., prior roles as a corporate lawyer; admitted to CT bar
- Extensive corporate development and strategic partnership executive experience
- Founded and managed two companies
- Executive relationships with enterprise and mid-size companies
- HR and corporate real estate experience
- Active in marketing and technology industries
- Wilton resident for 14 years, children in Wilton school system and active in community

MARTIN AVALLONE

METRO NYC

404/538-0937 (M)

[linkedin/in/martyavallone](https://www.linkedin.com/in/martyavallone)

martyavallone@gmail.com

Executive Management

Accomplished and driven executive with significant experience in growing businesses through strategy development, operations improvement, sales, and marketing, P&L oversight, mergers and acquisitions, corporate law. Decisive leader and team builder in enterprise, mid-size and start-up entrepreneurial environments. Results-oriented, analytical thinker and complex problem solver with excellent communication and presentation skills. Effective manager of process execution and stakeholder expectations. Builds strategy and delivers results.

Core Competencies

<ul style="list-style-type: none">• Management and Leadership	<ul style="list-style-type: none">• Digital and Traditional Marketing and Media	<ul style="list-style-type: none">• Sales Growth and Account Management
<ul style="list-style-type: none">• Alliance Development and Partner Management	<ul style="list-style-type: none">• Budgeting/Forecasting	<ul style="list-style-type: none">• Strategy and Operations
<ul style="list-style-type: none">• Mergers and Acquisitions	<ul style="list-style-type: none">• HR/Benefits/Risk Management	<ul style="list-style-type: none">• Corporate Law and I/P Licensing

Professional Experience

Working Media Group

2005 - 2020

Digitent

2018 - 2020

CEO, President and Co-Founder, New York, NY

Founded and built media planning, buying and analytics agency. Started and self-funded operation to profitability in first year. Led marketing, business operations and business development delivering media strategy, consulting and execution to mid-size advertisers. Later founded new creative, branding and podcasting network agency to supplement services. Highlights include:

- Grew sales exponentially (\$0 to \$27MM) over first seven years.
- Built and managed sales and execution team and led all new business pitches.
- Managed clients service delivery for testing, optimization and performance analysis.
- Named to Inc. 500 and ranked #20 nationally and #4 in New York based on revenue growth.
- Managed all strategic relationships with media partners and agencies.
- Built team expertise in all media channels, performance marketing and analytics.
- Developed process for efficient management of all finances and legal for \$100MM+ in media buying.
- Successfully transitioned from traditional to digital media channel expertise.
- Managed and sourced teams for delivery of content and creative solutions.
- Built podcast production and social ecosystem network strategy.
- Managed numerous successful marketing campaign rollouts including execution and performance analysis for numerous clients including Sanofi Aventis, Cushman Wakefield, Ross University, AQR, Dime Savings Bank, Harvest Snaps, YMCA of Greater New York, IDT, Bradley Airport, CUNY, Oklahoma Lottery, and Level3.

MAPICS, Inc.**1997 - 2005*****Vice President, Corporate Development and Acting COO******Vice President, General Counsel and Secretary, Atlanta, GA***

Senior executive and corporate officer for \$175 million, multi-national, publicly traded company that develops collaborative enterprise application and supply chain management software solutions for manufacturers. Corporate development, strategic alliance, legal and operations advisor to executive management and board of directors. Expert in domestic and international mergers and acquisitions, technology licensing and general corporate law, corporate governance, federal securities (SEC), litigation, e-commerce and marketing and distribution relationships. Highlights include:

- Involved in all strategic decisions for the Company and active participant in board, compensation and audit committee meetings.
- Grew company principally through IPO and acquisitions from \$70 million to \$175 million. Led \$350 million sale of the Company to private competitor.
- Led acquisition of multiple software companies including acquisition of \$92 million publicly traded competitor.
- Divested multiple lines of business as part of integrating acquired firms.
- Undertook two \$30 million public offerings, reverse spin-out, and re-incorporation.
- Negotiated multiple credit facilities including \$60 million debt financing and multiple amendments with bank syndicate.
- Structured distributorships with over 80 independent sales affiliates worldwide.
- Responsible for contractual relationships with over 60 alliance partners including IBM, Microsoft and Oracle.
- Responsible for all OEM sales and partner management.
- Created strategic Indian offshore development center alliance.
- Created multiple international marketing and sales joint ventures, including strategic investment in Peoples Republic of China.
- Established and acted as officer and director of multiple corporate subsidiaries.
- Managed worldwide customer license and services contracting.
- Acted as fiduciary and investment adviser to 401K plan and managed stock option and employee stock purchase plans.
- Developed all executive compensation and benefit plans.
- Performed corporate secretarial functions including management of board meetings, director compensation plans, shareholder meetings and proxy solicitations.
- Responsible for company's regulatory compliance with Sarbanes-Oxley Act and related regulations.
- Managed all public policy activities and insurance plans.
- Assist CEO and CFO in all investor relation activities. Managed proxy solicitations for all shareholder meetings.
- Responsible for SEC reporting with finance team.
- Managed all litigation and disputes; successfully resolved multiple claims resulting in over \$4M bottom-line benefit to company in one year.
- Managed legal staff, outside counsels, corporate development, alliance management and HR departments.

International Business Machines Corporation**1986 - 1997*****Various Senior Legal Positions******IBM PC Co., Research Triangle Park, NC, 2/95 – 7/97***

Lead counsel to IBM PC Company's worldwide development, procurement and manufacturing operations located in RTP, Boca Raton and Yamato, Japan. Developed significant experience in the protection, acquisition and licensing of all forms of intellectual property. Developed and negotiated numerous relationships for the development, manufacture, licensing, and acquisition of PC technology including:

- IBM's Microsoft Windows 95 and Windows 98 operating system OEM license agreements.
- Numerous Microsoft joint development, licensing and marketing agreements.
- Intel microprocessor purchase agreements.
- Intel Inside joint marketing agreement.
- Developed ThinkPad Proven program.
- NCR patent cross licensing agreement.
- Acer outsourcing manufacturing agreement for consumer and desktop PCs.
- Managed multiple Consumer Product Safety Commission investigations and filings.
- Successfully managed defense of multiple employment lawsuits.

Southern Area, Atlanta, GA, 1992 - 1995

General counsel to 5,000 person, \$5B marketing and sales operations for southeastern United States.

Highlights included:

- Responsible for large commercial and public sector sales, development and services contracting.
- Successfully managed highly publicized multi-million dollar lawsuits including actions against State of Florida, EDS and State of Georgia.
- Counseled and defended company from numerous employment claims during significant downsizing and managed all customer related litigation.
- Managed large legal department and numerous outside counsels.

Application Software Div., Atlanta, GA, 1989 - 1992

General counsel to application software labs and multimedia operations in Atlanta and Houston. Lead lawyer on numerous multi-million dollar transactions for the acquisition and divestiture of application software and multimedia operations. Practice included intellectual property, distribution, mergers and acquisitions, litigation, and employment law.

Southern Area, Rye Brook, NY and Atlanta, GA, 1986 - 1989

Assistant attorney for IBM industry marketing and southeastern marketing and sales operations. Responsibilities included large commercial contracting, distribution relationships, and commercial and employment litigation.

BAR ADMISSIONS New York and Connecticut

EDUCATION Duke University School of Law, J.D.
 Columbia University, B.A., Economics. Dean's List