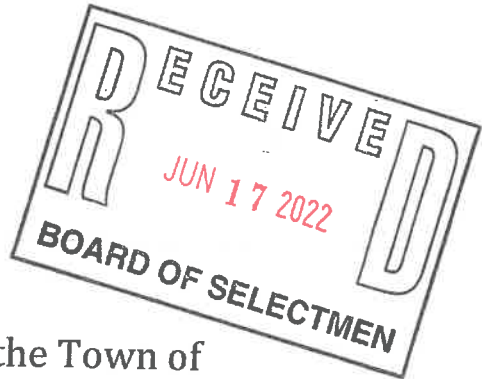


From: noreply@civicplus.com
Sent: Friday, June 17, 2022 12:14 PM
To: Jennifer Oram; Tracey Connors
Subject: Online Form Submittal: Cohasset Committee Application Form

Cohasset Committee Application Form

Date 6/17/22



Thank you for your interest in serving the Town of Cohasset. We encourage you to reach out to a Select Board Member or the Town Manager/Select Board office for information on any of the Town boards, committees, and commissions or connect directly with the chairs of committees you have interest in.

Please note: All appointed members will be expected to attend Committee and Open Meeting Law Trainings, be sworn in, and must take the State Ethics online test.

Select Board

41 Highland Avenue

Cohasset, MA 02025

Email – tconnors@cohassetma.org

Name	John J McMahan
Email Address	jmcMahon131@gmail.com
Address	24 Locust Road
City	Cohasset
State	MA
Zip Code	02025

Phone Number	16179011380
Occupation	Strategist
Please indicate below, the Board, Commission or Committee that is of interest to you.	
General Government	Open Space Committee
Troika Appointments	<i>Field not completed.</i>
Are you a Registered Voter in Cohasset?	Yes
Is this application for a re-appointment to a Board, Commission or Committee you are presently sitting on?	Yes
If yes, have you completed your ethics training?	Yes
Is your ethics training up to date?	Yes
Have you previously been a member of a Board, Committee or Commission (either in Cohasset or elsewhere)? If so, please list the Board name and your approximate dates of service:	Member of Recreation Commission (Open Space Rep)
Current occupation and employer	Endeavor
Please Attach Resume	John McMahon 81021.pdf
Do you or your employer have a current or potential business relationship with the Town of Cohasset that could create a conflict of interest?	No
Education and special training	Bachelor Degree
Please list below any additional information or	<i>Field not completed.</i>

SUMMARY

Accomplished storyteller, creator, and dot-connector with 20+ years of experience leading organizations through strategic shifts to new growth opportunities

EXPERIENCE

Keurig Dr Pepper | Burlington, MA

2020 - 2021

Keurig Dr Pepper is a leading beverage company in North America, with annual revenue in excess of \$11 billion. KDP holds leadership positions in soft drinks, specialty coffee/tea, water, juice, mixers and markets the # 1 single-serve coffee brewing system in the U.S. and Canada

Marketing Consultant (Six-Month Contract), Brand Equity & New Ventures

- Led cross-functional teams on major initiatives including product collaborations, brand partnerships and social impact strategies with intent to build deeper connections with consumers, create talk value for the brand and drive household penetration
- Worked with external agencies and internal stakeholders to develop longstanding Sustainability platform for the Keurig brand (tentative launch 2022); developed briefs; guided qualitative/quantitative research and achieved internal alignment on key performance indicators
- Reset goals and objectives for product collaborations and brand partnerships; renegotiated contracts with existing partners; worked with agency to revise collaborations roadmap; developed briefing documents for new partners and evaluated/pitched new opportunities

160over90 (an Endeavor Company) | New York, NY

2016 - 2020

Endeavor is a global leader in sports, music, entertainment, and fashion operating in more than 30 countries. Named one of Fast Company's Most Innovative Companies in 2019, Endeavor is comprised of a number of industry-leading companies including WME, IMG and UFC

Senior Director, Strategic Innovation & Cultural Brand Strategy

- Lead strategist and consumer advocate responsible for problem-solving core business issues and tackling creative challenges to grow awareness, consideration, purchase, and loyalty across diversified Fortune 500 brands
- Used and analyzed data to uncover new, and more actionable insights about the audience, culture, brand, and channel, leading to stronger briefs and more resonant work tailored to specific audience segments and platforms
- Provided strategic leadership/direction on several recent agency-defining wins including T-Mobile (eSports), Audi (experiential), Facebook (influencer), and Lowe's (sponsorship), contributing to double-digit growth for new, thriving division
- Led development and roll out of a new *Big Bets* client offering, providing actionable thought leadership for existing clients (e.g. AB InBev, USAA) as the sports landscape is quickly shifting, to help them future proof their investments long term and view sports not as sports, but as part of culture

HIGH DIVE, LLC. | Cohasset, MA

2012 - 2016

Undeniable entrepreneurial spirit and desire to build something from the ground up led to the creation of High Dive, an independent consultancy offering customized services to major brands. Managed to grow business YOY 100%+ three consecutive years

Founder & Consultant

Clients Included: Foot Locker, Reef, Reebok, CAA Sports, SapientRazorfish, Catalyst PR and NWSL

- Developed global product creation and branded/social media content platform *Fueling Future of Footwear* for Foot Locker, negotiating groundbreaking strategic partnership with Pensle Footwear Design Academy. Led to \$2M strategic investment by Foot Locker in Pensle
- Built a sponsorship strategy from the ground up for Fortune 500 Company Synchrony Financial to help achieve a range of B2B, B2C, and employee engagement objectives; developed frameworks and negotiated terms of all new partnerships on Synchrony's behalf

REEBOK INTERNATIONAL, LTD. | Boston, MA

1997 - 2012

One of the world's premier athletic footwear and apparel companies with over \$1.9B in annual sales

Head of Global Retail Design & Communication (2011 - 2012)

- Managed 16 member team and led organizational redesign to define and hire new talent
- Developed and successfully rolled out new owned retail concept ("Fithub") on a global scale including Russia, South Korea and the United States with strategic imperatives including branded apparel growth, repositioning Reebok as a modern fitness brand

REEBOK INTERNATIONAL, LTD. (cont.)

Head of Marketing, Sports Licensed Division (2001 - 2010)

- Fostered relationships with strategic partners, including NFL, NBA, and NHL; ensured alignment on initiatives with league executives
- Drove all marketing and advertising to support \$350M Sports Licensed Division; managing \$17M budget; led all facets of communications planning with external agencies; worked cross-functionally with product and sales to identify new growth opportunities; developed/negotiated all sponsorships and partnerships; mentored three direct reports to achieve 8 years of double-digit growth
- Selected by Global CMO to participate in/help lead bi-annual "Blue Sky" meetings, where we discussed long term brand positioning and strategic planning as a global, cross-functional team
- Sporting Goods Business 40 Under 40 Honoree

Marketing Manager, National Accounts (1999 - 2001)

- Managed \$3.5M budget driving \$80M in relationships and sales for Just for Feet, Athlete's Foot, Modell's and Sports Authority
- Awarded "Just for Feet" and "Modell's Sporting Goods" Marketing Partner of the Year in 2001

Associate Manager, Global Sports Marketing (1997 - 1999)

- Selected to lead new motor sports division and managed team sponsorships in NHRA/Indy Racing League; negotiated revenue-generating licensing agreements; and developed strategic plans for brand entrée into NASCAR

EDUCATION | COURSES

ST. LAWRENCE UNIVERSITY - Bachelor of Arts, English Writing | Canton, NY

Internships: IMG & New York Mets Baseball **Leadership:** Hills News Reporter & KSLU Radio Host

COURSES: Rutgers University, Certificate: "Influencer Marketing Strategy" (2020) General Assembly NYC, Certificate: "Consumer Journey Mapping" (2018) Northwestern University, Certificate: "Content Strategy and Engaging Audiences" graded 100% (2014) University of Maryland, Certificate: "Developing Innovative Ideas for New Companies" completed with distinction (2013) Harvard Business School, Certificate: "Negotiation and Competitive Decision Making" (2010)

INTERESTS

Comedy: Upright Citizens Brigade, Long-Form Improv Performer

2018-Present

Formally trained at legendary NYC training center, forming a troupe with classmates and performing at UCB theatre.

Entrepreneurship: Unbounded Media + MavenIndex, Board of Advisors

2019-Present

Provide guidance and support pre, during and post launch for startups Unbounded Media (content company playing in both branded and entertainment space) and MavenIndex (subscription-based platform for listening, testing and building loyalty with the Household CEOs)

Filmmaking: Hollywood Signs, Executive Producer

2019-Present

Executive Producer of feature-length documentary film *Hollywood Signs*, partnering with industry veterans including Emmy-Nominated Matt Weaver (Chef's Table) and Oscar-Nominated Eric Roberts. Film festival submissions starting in Fall 2021

Local Government: Cohasset Recreation Commission/Open Spaces, Elected Official

2020-Present

The Cohasset Recreation Commission promotes, encourages and coordinates recreational activities for all citizens of the town. Won seat as write-in candidate in 2020 (five-year term). Member of grant writing subcommittee.

Long-Distance Running: LA Marathon, San Diego Marathon, etc, Competitor

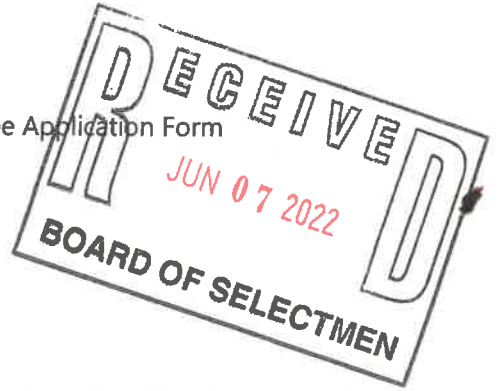
1998-Present

Competed in over a dozen marathons/half marathons over four decades from Boston to Los Angeles with a marathon PR of 4:03:39

OSRC

Tracey Connors

From: noreply@civicplus.com
Sent: Tuesday, June 7, 2022 9:43 AM
To: Jennifer Oram; Tracey Connors
Subject: Online Form Submittal: Cohasset Committee Application Form



Cohasset Committee Application Form

Date 06/07/2022

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Select Board

41 Highland Avenue

Cohasset, MA 02025

Email – tconnors@cohassetma.org

Name Adam Norman
Email Address ajnorman73@gmail.com
Address 88 Doane St.
City Cohasset
State MA
Zip Code 02025

Phone Number	6173203816
Occupation	Investment Communications Manager
Please indicate below, the Board, Commission or Committee that is of interest to you.	
General Government	Open Space Committee
Troika Appointments	Field not completed.
Are you a Registered Voter in Cohasset?	Yes
Is this application for a re-appointment to a Board, Commission or Committee you are presently sitting on?	Yes
If yes, have you completed your ethics training?	Yes
Is your ethics training up to date?	06/08/2023
Have you previously been a member of a Board, Committee or Commission (either in Cohasset or elsewhere)? If so, please list the Board name and your approximate dates of service:	Cohasset Open Space and Recreation Committee
Current occupation and employer	ICM Wellington Management
Please Attach Resume	Field not completed.
Do you or your employer have a current or potential business relationship with the Town of Cohasset that could create a conflict of interest?	No
Education and special training	Field not completed.
Please list below any additional information or	Field not completed.