



City of Sonoma

COMMISSION APPLICATION

Received Date: June 4, 2018

Application Type: Cultural & Fine Arts Commission

NAME: Mara Finerty

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EMAIL ADDRESS: mara_finerty@comcast.net

LENGTH OF RESIDENCY: Since January 2018 **REGISTERED VOTER:** Yes

EMPLOYER: Speer Associates

EMPLOYMENT STATUS: Employed

REASON FOR APPLYING: Experience with cultural institutions in SF (SF Symphony and Asian Art Museum as their head of HR); professional actress and singer; longterm memberships with art museums and organizations when I lived in the SF Bay Area. I'd like to use this knowledge and experience to contribute to the Sonoma community and enhance the arts and cultural environment in Sonoma, my new home.

EDUCATIONAL BACKGROUND: B. A. in Dramatic Arts from U.C. Berkeley; J.D. and member of the State Bar of CA;

OTHER RELEVANT EXPERIENCE: Professional actress and singer (two companies of Les Miserables and other productions in the Bay Area; appeared at the Edinburgh Festival Fringe Festival;) I led the team at the SF Symphony that created their first after hours concert program, Davies After Hours, which created a post-concert music lounge and fine arts event on the Davies Symphony Hall Second Tier space. This concert series was the incubator for the current Soundbox series for the SF Symphony and involved scheduling music acts and guest fine artist exhibitions for one night events - this involved a cross-functional team that included production staff, PR, marketing, front of house and external suppliers.
Management executive at S.F. Symphony and Asian Art Museum; business executive at Charles Schwab and other companies in SF/Bay Area)

COMMUNITY INVOLVEMENT: As above - also, previously board member at San Francisco Conservation Corps. Member of the Sonoma League for Historical Preservation.

GENERAL QUESTIONS:

Have you ever attended a meeting of the Commission to which you are applying? If so, how many?

Not yet.

What is your understanding of the role and responsibility of this Commission?

To act in the best interests of the City of Sonoma and its citizens by bringing opportunities for enhancing the arts and cultural programs and initiatives in the city of Sonoma.

What would be your goal(s) as a Commissioner?

As above....

What do you feel you could contribute to see these goals realized?

Strong arts background and knowledge of the arts scene in the Bay Area, the state and across the country. High energy, excellent collaborative and creative skills. I led the team at the SF Symphony that created their first after hours concert program, Davies After Hours, which created a post-concert music lounge and fine arts event on the Davies Symphony Hall Second Tier space. This concert series was the incubator for the current Soundbox series for the SF Symphony and involved scheduling music acts and guest fine artist exhibitions for one night events - this involved a cross-functional team that included production staff, PR, marketing, front of house and external suppliers.

Have you previously served, or do you currently serve, on a Sonoma Commission or Committee? If yes, which one(s) and for what period of time?

NO.

SUPPLEMENTAL QUESTIONS:

If appointed, you will be required to fill out a disclosure statement, which identifies certain details of your financial interests beginning with the immediate twelve-month period prior to your appointment and annually on or before April 1 of each year thereafter. Please confirm that you have read Fair Political Practices Commission (FPPC) Form 700 Reference Pamphlet and the City’s Conflict of Interest Code agree to file the required FPPC Form 700 Statements of Economic Interest, as required by the Political Reform Act and/or the City’s Conflict of Interest Code.

I AGREE

Do you own property in the City of Sonoma? Yes

If yes, please list the address(es):

1106 Princeton Drive, Sonoma

Do you rent property in the City of Sonoma? No

Please identify any organizations, associations, corporations, or entities by which you are employed or with which you are associated that might be affected by decisions of one or more of the Commissions, and the positions you hold in these entities.

Working on an intermittent basis as HR consultant to Vintage House.

Do you have a defined idea about, or have you taken a public stance on, any current or pending projects in the City? If yes, please explain (This includes social media, speaking to a Commission or the Council, letters to the editor, signed a petition etc.)

Shocken Hill development proposal and Cheese Factory development proposal - spoke in favor of Cheese Factory developer (not the project plan itself) and against the proposed development of three parcels/houses on Shocken Hill.

Is there anything else you would like us to consider when reviewing your application?

I feel I would be a good addition to the Commission as an alternate member - I'm a creative, innovative and "get it done" individual

I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted. I also agree that if appointed, I will serve on the Commission/Committee for which

I have submitted this application.

I AGREE

Mara Lynn Finerty

June 4, 2018

Mara Finerty, Esq.

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Cell: 415-307-9299

- Exceptional, unconventional business leader and employment attorney with deep knowledge of all facets of strategic and functional organizational management with demonstrated success working within high-growth, fast-paced and challenging work environments.
- Proven cutting-edge leadership, creative problem solving skills and ability to pose the tough questions that instigate dynamic change.
- Collaborative, results oriented, exceptionally tolerant of change and operating successfully within ambiguity.

WORK EXPERIENCE

CHIEF HR OFFICER - ASIAN ART MUSEUM OF SAN FRANCISCO **8/2015 – 11/2017**

Member of executive leadership team for museum with over 150 City and private Foundation employees and budget of over \$36MM. Led HR and Volunteer Services teams for the Foundation entity, managed all aspects of all HR-related matters and acted as HR leader for the City-required HR functions. As key member of executive team, was significantly involved in all strategic planning and decision-making for the organization, including planning for launch of new building initiative. Was viewed by staff as providing ethical, honest and transparent leadership for employees and board members during a period of difficult transition for the museum.

PRINCIPAL/CONSULTANT – THE FINERTY GROUP **9/2011 – 8/2015**

Leadership and organizational consulting, talent acquisition, HR design work, employee relations investigations and executive and leadership coaching work for various clients, including Salesforce.com, Charles Schwab & Company, Wickr, Inc., the New Century Chamber Orchestra and Jewish Community Federation.

DIRECTOR OF HUMAN RESOURCES – SAN FRANCISCO SYMPHONY **9/2007 – 9/2011**

Head of Human Resources responsible for all aspects of HR strategy, programs and initiatives for one of the top six orchestras in the United States with an annual budget of over \$65MM and 400+ employees.

- Talent Acquisition and Development: Led all processes from talent acquisition through employee development programs, including performance management, recruitment, retention and rewards programs, including formalized executive/employee coaching and improved performance management programs.
- Culture and Engagement: Created and fostered an organizational culture of honesty, ethics, collaboration and integrity through exceptional executive leadership and employee programs. Recognized by staff, colleagues, Board members and stakeholders as a compassionate, highly adaptive, collegial and innovative leader with superior business acumen and strategic skills.
- Executive Recruitment and Leadership Development: managed recruitment efforts for executive team positions. Formalized all new hire processes for new executive leaders and employees to expedite on-boarding at the Symphony. Instituted intensive coaching processes for new and established managers to lead improved staff performance.
- Employee Relations: Negotiated six contracts within three years, acting as lead negotiator for three collective bargaining agreements and member of negotiating team with three additional CBA negotiations.

SENIOR HR BUSINESS PARTNER/CONSULTANT – U.S.TRUST **10/2006 – 9/2007**

HR leader supporting new Managing Director of Western Region of private bank division of Charles Schwab & Company. Responsible for all HR-related work, including significant organizational change management through organizational redesign, employee retention and recruiting to rebuild offices in region.

EMPLOYEE RELATIONS AND HRBP CONSULTANT - GENENTECH

12/2005 – 10/2006

Senior HR Manager, Employee Relations/HR Generalist

- Acting as ER Specialist, assisted in the design and implementation of a centralized ER function; investigation and response work for EEOC/DFEH claims, performance management program design. Conducted highly complex discrimination/harassment investigation in company's production location in Spain.
- Acted as HR Business Partner for new VP in Manufacturing organization – managed onboarding, new manager assimilation processes and annual performance/compensation review programs for VP and his senior management team.

CHARLES SCHWAB & CO, INC. SAN FRANCISCO

2002 – 2005

Vice President Of Human Resources – Senior HR Generalist

HR Leader for an Executive Committee member, EVP of Central Marketing and Products (Asset Management and Fixed Income Products groups), as well as the senior management team and 1000+ employees for the Central Marketing, eBusiness, Marketing Strategy, Product and Employee Communications groups.

- Responsible for all strategic and tactical HR-related work for these teams, including leadership coaching/counseling, succession planning and talent management, implementation of executive compensation programs, restructure/reorganizations, employee relations issues, and performance management.
- Led Marketing and Employee Communications restructure for corporate Cost Leadership initiative, reducing headcount by 15%. Partnered with business leaders to redesign organization, assess, reassign and retain top talent.

Vice President Of Human Resources – HR Policies

Responsible for the design, development and implementation of all HR-related policies and practices for a financial services company with 16,000 employees at multiple locations across the US. Worked in partnership with other key HR functions (Strategy and Operations, Compensation and Benefits, Diversity, Talent Management) to drive seamless solutions for HR and business issues that had policy-related implications.

- Successfully created and managed the rollout of the California Paid Leave and the California Exempt employee partial day vacation/holiday policies, including design of policies and coordination of employee communications, HR systems changes and policy implementation. This resulted in the streamlining of all FMLA and Paid Family Leave related policies and processes for entire company.

Vice President, Chief of Staff to Global Head of HR

First point of contact for all HR and cross-enterprise issues on behalf of EVP of HR and the Office of the CEO.

- Led implementation of strategic HR initiatives including annual Talent and Compensation reviews for Officers and Executive Committee, HR emergency business resumption plans, yearly budget, and strategy planning processes, led implementation of Sarbanes-Oxley process, management of budget and strategic planning process for HR function and Office of the CEO.
- Designed strategy for Town Hall meeting schedule for CEO (20+ meetings/events within six-month period in six major U.S. sites; attendance varied from 10 to 500+ employees), including communications plans, event design and tactical implementation of both large and small scale employee meetings across U.S. Meetings were created to increase management/employee communications on company's objectives and address specific employee morale concerns for individual sites.

Director of Employee Relations

Corporate Employee Relations responsibility, including legal, HR and OD advice and counsel, policy development, HR process guidance and legal interpretation of company policies, state and federal

regulations, for multiple business enterprises aligned with 25+ HR Generalists, 10 Enterprise HR Leaders and functional teams within the corporate HR function.

- Conducted investigations both individually and in collaboration with Compliance team; subject matter of investigations included harassment and discrimination claims, legal compliance and company policy issues at both the employee and senior management levels.
- Personally built improved relationships between HR and Corporate Oversight teams (Legal, Compliance and Risk Management), which resulted in better teamwork, and stronger communications between these teams.

BUZZSAW.COM

1999 - 2001

Director of Human Resources and Employment Counsel

- Responsible for all HR functions for 300+ employee startup internet portal B2B with offices in San Francisco, Atlanta and Phoenix. Managed staff of seven: one payroll, three HR administrators, and three recruiters. Administrator for all benefits programs, including 401k, medical, dental, etc.
- Legal Counsel for all employment matters: contract drafting, HR due diligence and strategic legal advice for employment/HR decisions. Managed four layoffs within a nine-month period without significant legal implications.
- Acted as member of due diligence team and managed HR transition before, during and after re-acquisition by Autodesk, Inc. in August 2001.

HUMAN RESOURCES CONSULTING (During and after law school)

1997 - 1999

Clients included:

MACROMEDIA - Staffing Consultant

AUTODESK - Recruiting Consultant

AVANTOS PERFORMANCE SYSTEMS

1994 - 1997

Human Resources Manager

Responsible for the creation and management of all aspects of HR function for startup software company.

BOARD MEMBERSHIP

San Francisco Conservation Corps 2014-2015 – Board Member and Member, Executive Director Search and Development Committees

EDUCATION, CERTIFICATIONS AND MEMBERSHIPS

University of California at Berkeley - Bachelor of Arts in Dramatic Arts

San Francisco Law School - Juris Doctorate, May 1998

State Bar of California – Admitted November 1998

Hudson Institute - Santa Barbara, California - Coaches Intensive Training Certification

Certified Practitioner - Myers-Briggs Traits Indicator

Society for Human Resources Management – SPHR (Emeritus)