



CITY OF NEWBURYPORT  
OFFICE OF THE MAYOR  
SEAN R. REARDON, MAYOR

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60 PLEASANT STREET - P.O. Box 550  
NEWBURYPORT, MA 01950  
978-465-4413 PHONE  
MAYOR@CITYOFNEWBURYPORT.COM

To: President and Members of the  
City Council

From: Sean R. Reardon, Mayor

Date: May 8, 2023

Subject: Appointment

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I hereby appoint, subject to your approval the following  
named individual as a member of the Waterfront Trust. This  
term will expire on June 1, 2026.


Steven Wallace  
20 Allen Street  
Newburyport, MA 01950



## CONTACT

20 Allen Street  
Newburyport, MA 01950

Stevenwallace3@gmail.com  
Mobile - (617) 794-2286

 [LinkedIn.com/StevenPWallace](https://www.linkedin.com/StevenPWallace)

S / W

# STEVEN WALLACE

11/7/2022

Dear Christine and Mayor Reardon,

I'm writing to express my interest in a volunteer position with the city. Based on the IG post, there are several openings available and I am excited at the prospect of contributing to the betterment of Newburyport. I hope my attitude, board/committee experience, and desire to get more deeply involved aligns with the type of person you're looking for.

My wife and I moved here from Boston in June of 2020 with the plan to start a family and become apart of a community. We've fallen in love with the city, have 1 year-old twin future Clippers, and feel the only part missing is a stronger connection to the people and having a positive impact.

I currently work in the commercial construction and real estate space for a national tile and stone company. More relevantly, I've served five years as VP of Communications on the board of the International Interior Design Association (New England Chapter), co-founded The Next Thirty, a career-advancement dinner club, and was Chairman of the Lisburn Street Cricket Club while living in Australia.

These volunteer roles have given me experience in outreach, collaboration, and goal execution. Based on my skillset and interests, I feel I could be a positive contributor to the Affordable Housing Trust or Community Preservation Act Committee. That said, I would love to get involved any way I can.

In the last 17 months, Newburyport has provided my family with happiness and memories we will be forever grateful for. We know there are many more years of this ahead. I'd love and welcome the opportunity to give back.

I look forward to meeting you and hope there's an opportunity to contribute. I've also attached my resume and can provide references. Please feel free to reach out any time with questions or requests.

Thank you for your time and consideration,

Steven Wallace

S / W


# STEVEN WALLACE



## CONTACT

20 Allen Street  
Newburyport, MA 01950

Stevenwallace3@gmail.com  
Mobile - (617) 794-2286

 [LinkedIn.com/StevenPWAllace](https://www.linkedin.com/StevenPWAllace)

## EDUCATION

**The George Washington University**  
2007 Graduate  
B.A. Psychology  
4-year Letter - Baseball

**Phillips Exeter Academy**  
2003 Graduate

## STEVEN IS

A proud husband to Colleen,  
Senior Associate @ Gensler  
Boston, father to identical twins,  
Ailish and Sadie Shea, and  
goldendoodle, Sammy.

Division-1 collegiate catcher.

A sub-90s Rubiks Cube solver.

A Guinness World Record holder

The Co-Founder of incorporated  
start-up, TagThread.

Is inspired by:

- [This scene](#) in Ted Lasso
- *The Book of Joy*
- *How I Built This* podcast
- Chef's Table docuseries
- Jim Hackett

## PROFESSIONAL PROFILE

Steven has a conscious and curated approach to all aspects of his business management, externally and internally. An empathetic leader and contributor to every group he's involved in whether it be as an employee or volunteer. Is looking for an opportunity to be more engaged in the betterment of the local community.

## EXPERIENCE

### Regional Sales Manager - New England

*Nemo Tile // New England // 01.2017 - Present*

Conceived and launched Nemo's expansion to the New England market. Built three sales channels; retail, commercial, and distribution. Leads an external brand, internal culture, and ever-evolving strategy for continued profitable growth. Region's success is built around empathy, tri-level self-awareness, personal and professional growth, and all forms of inspiration.

- Set and manage region's yearly forecast, budget, and P&L
- Sourced locations, negotiated leases, and opened both downtown-Boston showroom (1,500 sft) and suburban-Boston warehouse (7,500 sft).
- Oversee all regions sales, operations, and logistics team.
- Disrupted region's market by exposing competitive weakness and complacency.

### SENIOR ARCHITECTURAL REPRESENTATIVE

*Daltile // Boston, MA // 04.2014 - 4.2016*

Currently service 125 design firms in the greater Boston area with dedicated daily focus on client service, creative problem solving, and expanding business. Additionally, manage Daltile's internal training program, Sell with Confidence (SwC). Continually motivated by the company's motto, *Imagine What's Possible*.

- Closed/Won \$3.9m in sales in 2015.
- Increased spec revenue at 18% of client base including 55% of top 20 firms.
- Hosted/managed first SwC for 13 attendees and 9 facilitators in January 2016.
- Expanded SwC by adding back-end structure, a logo, Twitter handle, section in monthly Commercial Connection, and all-encompassing curriculum.

### CONTRACTS SPECIALIST

*Patcraft, a division of Shaw // Boston, MA // 06.2012 - 04.2014*

Serviced existing and prospective clients in three segments; Corporate Real Estate, A&D, and Dealer/Distribution. Apart of three-person team, in which essential aspects included communication, strategy, and networking while maintaining company's core values.

- Reached 101% of 2013 goal of \$1M in revenue.
- Established strong Patcraft/IIDA relationship through Board of Directors election.
- Prospected, built, and maintained sales w/ 12 firms with no prior Patcraft history.

### ASSISTANT GENERAL MANAGER

*Australian Baseball League (MLB) // Brisbane, AUS // 06.2010 - 03.2012*

Responsible for execution of Major League Baseball's international franchise start up initiative. Successfully built network through grassroots outreach. Oversaw ticketing, sponsorship, and corporate hospitality sales.



Leadership / Management

AWARDS

2x First Place - DaTile's Give Us Your Best 30 Seconds competition.

2014 IIDA Large Chapter of the Year

3x Movember 99% Award Winner

IIDA Certificate of Appreciation

Sadaharu Oh Commendation Letter

'09 #1 Sales Producer - North Amer.

'09 Mid-Atlantic Salesman of the Year

President's Club

Lindsay Ferris Excellence in Leadership Award

SKILLS

Scaling a multi-million dollar business unit in-market.

Proactive responsiveness and pessimistic optimism

International business

LinkedIn research/ eliminating cold calls

Building regional national network

Creative writing and video editing

Mustache growing

CREATOR/CO-FOUNDER

The Next30 // Boston, MA // 2015 - Present

Conceived and organized a group of professionals from non-competing roles/industries with similar career aspirations. Goal is to identify opportunities to leverage transferable skills, knowledge, and experience to collectively improve each member's long-term professional outlook. Unique perspectives equal improved worldly vision.

- Meets every third Wednesday of the month.
- Currently has 8 members ranging from Harvard Law student to Radiologist.
- Dinner is divided into two parts: short-term quick solutions & long-term goals.

VICE PRESIDENT - COMMUNICATIONS

INTERNATIONAL INTERIOR DESIGN ASSOCIATION // Boston, MA // 2013 - 2018

Inherited role as sole committee member and grew into a self-sustaining team.

Drastically improved outreach, open/view rates, and value to 600+ members.

Accomplished this by strategizing, creating focus groups, and rebranding. Committee is responsible for the multiple new concept initiatives.

- Currently manage team of 14 committee members.
- New England received 2015 IIDA Chapter of the Year at NeoCon.
- Initiatives include Positively Productive, newsletter & blog releases, digital yearbook, and new website launch.

VOLUNTEER CHAIR/LOCAL LIAISON

Movember Foundation// Boston, MA // 2012 - 2019

Facilitate local meetings and fundraising efforts for Foundation's employees. Push local grassroots efforts by being a perpetual word-spreader.

- To date, have raised \$16,073 for the world's foremost men's health charity.
- Host annual Beer, BBQ & Mustache Bash in November.
- Invited/attended Movember's National Champions Summit in July 2013.

CHAIRMAN

Lisburn Street Cricket Club// Brisbane, QLD, AUS // 2011 - 2012

Responsible for finances and logistics of the club for two seasons. Organized weekly roster, yearly dues, and local sponsorship.

- Significantly better at club management than on-field

PRESIDENT

Student-Athlete Advisory Council// Washington, DC // 2004 - 2007

Liaison between 450 Division I student-athletes and University's administration.

Organized and supervised meetings and events promoting community service and intra-team unity.

- Raised more than \$4,000/year for various charities
- In 2006, the board of 6 students created the Talent Show and Semi-Formal

References available upon request.

Thank you for your consideration.