

Print

Charter Review Committee Interest Form - Submission #20459

Date Submitted: 1/26/2023

Last Name*

Rich

First Name*

Steven

District # You Live In.*

3

Home Address*

1308 N 40th Ave

City*

Hollywood

State*

FL

Zip Code*

33021

Home Phone

212.414.2230

Cell Phone

212.414.2230

Email Address*

stevenrich@hotmail.com

Owner or Renter *

Owner

Number of years as city resident*

Three (3)

Are you registered to vote in Broward County? *

Yes

Education (highest degree / level)

BBA

Occupation*

Certified Public Accountant

Work Phone

954.835.4461

Business Name*

Steven R. Rich, CPA (self)

Business Address

1308 N 40th Ave

City

Hollywood

State

FL

Zip Code

33021

How many elections have you voted in and when was the last time you voted?*

All of the primaries and general elections.

How many City Commission or board meetings have you attended in the last 2 years? Please list:*

Two; I have met each of the Commissioners & Mayor.

Why do you wish to serve as a member of the Charter Review Committee?*

Given that the Committee reviews and considers amendments to the Charter, I believe this to be a serious and important part of the governance of the City. I believe that my life experience and skills could be well used in collaboration with the team.

If appointed, what specific contribution(s) will you bring to the Charter Review Committee?*

I have experience in reviewing legal docs, operations, finances, and working with teams of people from varying backgrounds coming together to solve issues that affect businesses, communities and gov't bodies. I would bring these skills to the Committee.

Have you had any previous experience with a Charter review process?*

I have not worked directly on a Charter Review process, but I have worked in 20+ countries where I needed to take into account legal, tax, financial, cultural, and local government rules and regulations to carry on business.

Please describe your qualifications as an applicant including your professional and/or volunteer experience or background.*

I am a Florida-licensed CPA (certified public accounting) with 35+ years of corporate finance and operations experience. I spent the last two decades in senior level positions based in New York, London, and Hong Kong. I work great in a team environment.

Do you currently serve on any City or County boards or committees? Please list.*

I do not serve on any other boards or committees, but depending on the outcome of this application, I will likely try to join at least one such board / committee in 2023.

Have you ever served on any City or County advisory boards? Please list.*

I have not served in this capacity in Hollywood, but in Grand Rapids, Michigan, I served on the Unity Way committee charged with reviewing requests from charities to decide where the UW should invest its limited resources.

List community / civic service involvement.*

Greater Hollywood Chamber of Commerce, Hollywood Historical Society, Florida Institute of CPAs, Community Police Academy Alumnus, Leadership 45 - GHCC,

Attach Resume (only .doc and .pdf files)*

StevenRRich Resume 2023 01 25.docx

STEVEN R. RICH, CPA

212.414.2230 | www.linkedin.com/in/stevenrrich | stevenrrich@gmail.com

PROFILE & EXPERTISE

Financial executive with extensive experience providing operational and financial advice to senior management, entrepreneurs, boards of directors, shareholders, and clients. Experience includes a “Big 4” public accounting background, working with global companies in the US, EU, and Asia Pacific markets, as well as hands-on roll-up-your-sleeve experience with small privately held agencies and start-ups during periods of high growth, stability, and retrenchment.

- Sustainable profits
- Budgeting and forecasting
- Acquisitions and integration
- Culturally informed communications
- Long-term team building & development
- Targeted start-ups
- Trusted leadership
- Lasting change management
- Strategic and financial planning
- Integrity-driven international business

PROFESSIONAL EXPERIENCE

EXP REALTY LLC | VIRBELA, Hollywood, Florida **2020 – Present**

Enterprise Metaverse and tech-focused real estate company with 80,000+ real estate professionals.

- Listing / Selling Agent for eXp Realty, LLC
- Sales Associate for Virbela

FLEISHMANHILLARD PUBLIC RELATIONS, Hong Kong / Japan **2018 – 2019**

A US\$500m global marketing communications company with 2,500 staff around the world.

- Successfully consulted on a project in Japan focusing on turning around a decrease in revenues and profitability, including staff re-training, and hiring a CFO and Talent Development head. Upon completion, became the CFO – APAC.

EDELMAN PUBLIC RELATIONS, Hong Kong / New York **2015 – 2016**

A US\$800m global communications marketing company with 6,500 staff around the world.

- Consulted on a confidential project focused on China, Indonesia, and Vietnam, assisting with risk identification / assessment, staff re-training, and internal controls. Upon completion, became the Interim CFO – APACMEA, returning to New York office when an internal candidate was identified.

OMNICOM GROUP INC, Diversified Agency Services Division (“DAS”), New York **2003 – 2014**

A US\$6b division consisting of public relations, retail marketing, branding, healthcare, and specialty marketing companies.

Chief Financial Officer – Asia Pacific, Hong Kong / New York (2007 – 2014)

Boosted the growth and development of a group of 30 DAS brands in 70 offices across 15 countries by providing senior counsel, strategic advice, and the support structures and operational guidance for the brands to thrive in the region. Led the corporate team in the areas of finance, operations, IT, legal and real estate (88 leases). Responsible for annual budgets of four corporate entities and six local companies, internal and parent-company reporting, S-Box, and statutory audits using IFRS in six countries. Staff of 50 operations and finance professionals across the region.

- Increased profits 12x to a margin of 13% from 3% as revenues tripled to 5% of global revenue from 2.8%.
- Spear-headed two tax-related projects, saving 70% of annual profit for the region.
- Acquired seven companies in China, India, Hong Kong, Singapore, Australia, Indonesia, and Japan from identifying target through to due diligence, legal documents, approvals, closing and integration into DAS.
- Created “Hub” legal entities and shared services in eight countries, gaining economies of scale and tax benefits.
- Mentored CEOs and CFOs of acquired businesses, promoting smooth transitions for small privately held companies into a global public-company environment.
- Served as director on 30 Boards, as well as the Legal Representative of several Chinese companies.
- Deepened cultural understanding in each country to facilitate business relationships carried on in English.

Vice President – Finance & Operations, New York (2003 – 2007)

Managed a group of brands within the DAS group, consisting of public relations, branding, direct marketing, promotions, analytics, multicultural, Latin America and Asia Pacific-based companies.

LAIRD + PARTNERS, New York

2002 – 2003

A US\$12m advertising and branding company focused on fashion with global clients Donna Karan and the GAP; company of 40 with one owner.

Vice President – Operations & Finance (CFO)

Led the company in the areas of accounting, treasury, legal, client negotiations and risk management.

- Implemented Microsoft Dynamics, an accounting / project management system to connect all departments.
- Assisted new business efforts by developing the website and establishing project case studies.

DIRTY WATER INTEGRATED, New York

2001 – 2002

A US\$15m integrated advertising and marketing communications company with 60 staff. Employee owned.

Vice President of Finance

Responsible for integrating the finance, accounting, human resources, and technology areas. Secured business interruption insurance equal to 60 days of the lost client’s fees (US\$500k) at the end of 2001.

OGILVY PUBLIC RELATIONS WORLDWIDE (A WPP Group Company), New York

1989 – 2000

A US\$140m global public relations company >1,000 employees; part of the WPP Group. Staff of 25.

Vice President of Finance & Operations, New York (1999 – 2000)

Drove change management via a new accounting/info-management system; trained 300+ staff.

- from all levels across the US (recognized as “one of the most successful implementations across the WPP Group”).
- Teamed up with PwC as co-project leader to identify global improvements in finance, HR, and IT.

Finance Director Europe, London (1997 – 1999)

Responsible for operations and finance in Europe, reporting to global CFO. Counseled senior

management on financial, HR and legal matters. Interim head of both the London and Brussels offices. Group of 75 staff.

- Partnered with senior account staff to turn multi-year losses to consistent 20%+ profits in three countries.
- Used a novel approach with the company's largest client to streamline the invoicing, approval and payment processes across 25 countries; the resulting Portal was open to management, the client, and all suppliers.
- Assisted WPP Brussels team on the Euro-conversion and London team to assess and neutralize Y2K-risks.

Director of Finance & Admin – Ogilvy Public Relations Worldwide, New York (1993 – 1997)

Controller – Ogilvy Adams & Rinehart, New York (1992 – 1993)

Controller – Ogilvy & Mather Public Relations, New York (1989 – 1992)

Held three positions during a period of retrenchment, stability, then high growth after a merger. Responsibilities included accounting, annual budgets and forecasts, defined-benefit pension plan, IT, and office services; staff of 25.

- Acknowledged by the PR staff as being “the only finance guy who has ever spoken our language.”
- Streamlined 401(k) / Defined Benefit Pension plan processing, saving 50% of annual plan costs.
- Spear-headed cost-cutting programs to improve profits by 15%.

NEWS AMERICAN PUBLISHING – FSI DIVISION, New York

1987 – 1989

A US\$500m company comprised of two formerly privately held competitors that each printed 50m free-standing advertising inserts on a weekly basis for US newspapers.

Senior Accounting Manager (hired into Product Movers as **Senior Accountant**; promoted after merger)

Supervised accounting professionals and the receivables and payables departments. Utilized KPI's related to per- page paper, ink, and printing costs to improve profit by 10%.

ARTHUR ANDERSEN S.C., Grand Rapids, Michigan

1985 – 1987

Auditor

Responsible for clients in the service, publishing, manufacturing, and retail industries. Staff of three (3).

- Uncovered fraudulent activity equal to twice inventory value. Obtained CPA.

EDUCATION

Western Michigan University, Haworth College of Business, Kalamazoo, Michigan

1981 – 1985

BBA in Accountancy / Minors in General Business and Music (cum laude)

ORGANIZATIONS & CREDENTIALS

FICPA (Florida Institute of Certified Public Accountants), AICPA (American Institute of CPAs), Greater Hollywood Chamber of Commerce. Hollywood Historical Society. Financial Executives International (FEI) – NYC Chapter Past President.

Certified Public Accountant – Florida – Lic# 246825

Mortgage Loan Originator (MLO) – Lic# LO112835

REALTOR® Broker Associate – Lic# BK3459634

Real Estate Designations and Certifications: CIPS, ABR, GREEN, SRES, RSPS, SFR, AHWD, ePRO®