



## Programs & Services Committee Agenda

### City of Newton In City Council

Wednesday, October 23, 2024

7:00 PM  
Room 211

The Programs & Services Committee will hold this meeting as a hybrid meeting on Wednesday, October 23, 2024 at 7:00 PM that the public may access in-person or virtually via Zoom. To attend this meeting via Zoom use this link: <https://newtonma-gov.zoom.us/j/85628630606> or call 1-646-558-8656 and use the Meeting ID: 856 2863 0606.

#### Items Scheduled for Discussion:

- #389-24      Authorization to acquire Christina Street Bridge land**  
HER HONOR THE MAYOR requesting authorization to acquire a 11,210 square foot portion of the Price Center parking lot at 25-27 Christina Street for the price of four hundred thirty thousand dollars (\$430,000) to be used for development of access to a new shared-use path bridge over the Charles River.
- #387-24      Reappointment of Michelle Freshman to the Health and Human Services Advisory Council**  
HER HONOR THE MAYOR reappointing Michelle Freshman, 39 Gray Cliff Road, Newton as a member of the Health and Human Services Advisory Council for a term of office to expire on January 1, 2027. (60 Days: 12/20/24)
- #388-24      Reappointment of Sam Figler to Newton Commonwealth Foundation**  
HER HONOR THE MAYOR reappointing Sam Figler, 63 Sumner Street, Newton as a member of the Newton Commonwealth Foundation for a term of office to expire on October 30, 2027. (60 Days: 12/20/24)

Respectfully Submitted,  
Josh Krintzman, Chair

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The location of this meeting is accessible and reasonable accommodations will be provided to persons with disabilities who require assistance. If you need a reasonable accommodation, please contact the City of Newton's ADA Coordinator, Jini Fairley, at least two business days in advance of the meeting: [jfairley@newtonma.gov](mailto:jfairley@newtonma.gov) or (617) 796-1253. The city's TTY/TDD direct line is: 617-796-1089. For the Telecommunications Relay Service (TRS), please dial 711.



Ruthanne Fuller  
Mayor

City of Newton, Massachusetts  
Office of the Mayor

**#389-24**

Telephone  
(617) 796-1100

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(617) 796-1113

TDD/TTY  
(617) 796-1089

Email  
rfuller@newtonma.gov

October 15, 2024

Honorable City Council  
Newton City Hall  
1000 Commonwealth Avenue  
Newton Centre, MA 02459

Dear Honorable Councilors:

I respectfully submit this docket item to your Honorable Council requesting authorization to acquire a portion of the Price Center parking lot at 25-27 Christina Street for the development of, and access to, a new shared-use path bridge over the Charles River.

The City and the Price Center have agreed upon, subject to City Council approval, an acquisition price of \$430,000 for an 11,210 square foot parcel. The entire funding for the acquisition is available from a \$1.25 million State grant from the 2022 Economic Development legislation for the Christina Street bridge replacement project. The remaining \$820,000 will be used to fund design and help leverage further state and federal funding for construction.

Attached is a memo from the Planning Department. They will be available at the committee meeting to answer any questions you may have.

Sincerely,

Ruthanne Fuller  
Mayor



Ruthanne Fuller  
Mayor

**City of Newton, Massachusetts**  
Department of Planning and Development  
1000 Commonwealth Avenue Newton, Massachusetts 02459

**#389-24**  
(617) 796-1120  
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[www.newtonma.gov](http://www.newtonma.gov)

Barney Heath  
Director

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## MEMORANDUM

**TO:** Mayor Ruthanne Fuller  
Jonathan Yeo, Chief Operating Officer

**FROM:** Barney Heath, Director of Planning and Development  
Jennifer Martin, Director of Transportation Planning  
Jennifer Steel, Chief Environmental Planner

**DATE:** October 15, 2024

**SUBJ:** Request to docket authorization to acquire a portion of the parking lot at 25-27  
Christina Street

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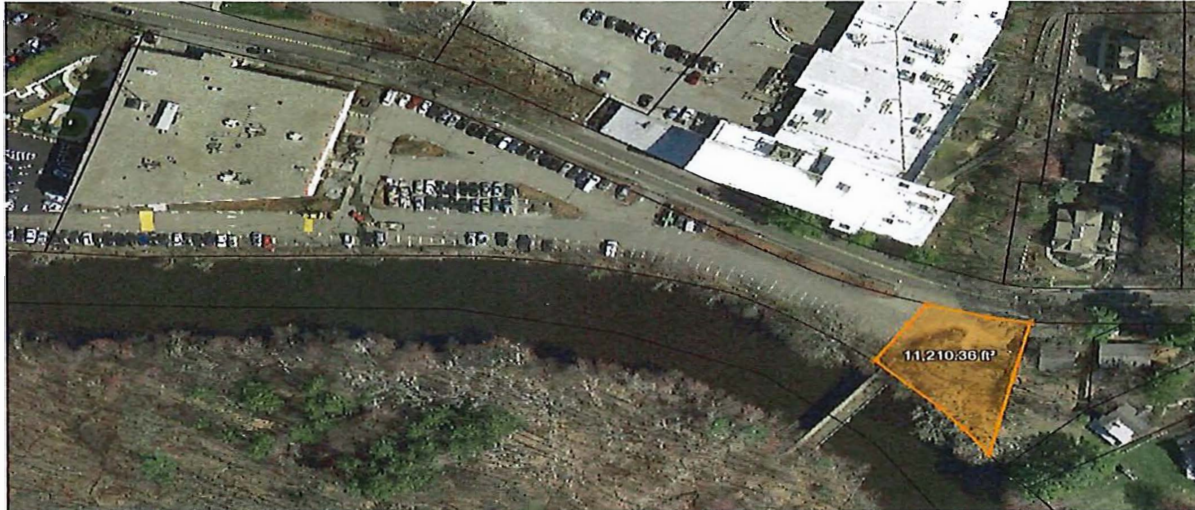
At this time, we would respectfully request that the above item be docketed to move forward with the replacement of the Christina Street bridge. The Planning Department has worked closely with the owners of the parking lot at 25-27 Christina Street, The Price Center, to identify an agreed upon portion of their parking lot that would need to be acquired to facilitate the necessary access to the bridge. The Price Center and the City tentatively agreed upon, pending City Council approval, an acquisition price of \$430,000 for an 11,210 square feet parcel (see attached Exhibit C). The entire funding for the acquisition is available from a legislative grant for the Christina Street bridge replacement project.

CITY/TOWN: NEWTON  
PROJECT: 25-27 Christina Street  
PARCEL NO.: Scenario A & C  
OWNER(S): Barry L. Price Rehabilitation Center, Inc.

**AM** A.M. APPRAISAL  
ASSOCIATES, INC.  
LEGAL | COMMERCIAL | EMINENT DOMAIN

Fee Taking – Scenario C

The act in which the entire bundle of rights will be acquired, and the loss of land area affected will be permanent. I have selected the fee value for land for the subject property to be \$60.00 per square.





Ruthanne Fuller  
Mayor

City of Newton, Massachusetts  
Department of Planning and Development

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Barney Heath  
Director

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## MEMORANDUM

To: Councilor Josh Krintzman, Chair, Programs & Services Committee  
Members of the Programs & Services Committee

From: Barney Heath, Director  
Jenn Martin, Director of Transportation Planning

Date: October 17, 2024

Subject: **#389- 24 Authorization to acquire Christina Street Bridge land**  
HER HONOR THE MAYOR requesting authorization to acquire a 11,210 square foot portion of the Price Center parking lot at 25-27 Christina Street for the development of, and access to, a new shared-use path bridge over the Charles River for the price of four hundred thirty thousand dollars (\$430,000).

CC: Mayor Ruthanne Fuller  
Jonathan Yeo, Chief Operating Officer

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### Overview

The proposed new replacement bridge will provide an important pedestrian and bicycle connection across the Charles River between Newton and Needham for transportation and recreation purposes. It will connect the Needham-side DCR Blue Heron Trail to a Newton-side shared use path network to be constructed as part of the Northland and Northland Charlemont developments which will also extend to the Upper Falls Greenway. See Figure 1. The project will serve residents and the regional workforce. We are working closely with the Town of Needham and the State Department of Conservation and Recreation which owns and manages the landing area for the bridge on the Needham side.



Figure 1. Trail and Shared-Use Path Connections Facilitated by the Christina St. Bridge

### Feasibility Study

In 2021, VHB and the City of Newton completed the Christina Street Rail Bridge Shared Use Path Feasibility Study, which included extensive public outreach. The preferred design option – chosen for the numerous benefits it offers bridge users and boaters in the Charles River as well as the low life-cycle maintenance costs – is a new single-span, pre-fab truss bridge to be installed where the current dilapidated bridge is. The Feasibility Report is available here:

<https://www.newtonma.gov/christinastreetbridge>. See Figure 2 for the current state of the bridge and Figure 3 for a rendering of the proposed bridge.

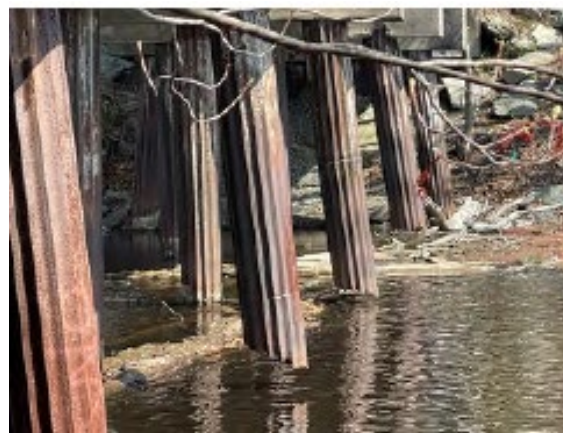


Figure 2. Existing Bridge: Surface and Pilings



Figure 3. Rendering of Proposed Bridge

### **Current Project Funding**

The City has received a \$1.25 million federal earmark through 2022 Economic Development legislation to advance this project. The funding must be committed by 12/31/2024 and spent by 12/31/2026. The earmark, brought forward by Representative Ruth Balser, will fund both Design and the land acquisition that will provide access to the bridge from the Newton side.

### **Future Project Funding**

The MassDOT Project Review Committee has given approval for this project, which qualifies it for the TIP. The project is MassDOT Project #613594. Mitigation funds from the Northland and Northland Charlemont Developments may also be available.

As of January 2024, and per MassDOT, the estimated total contract cost is \$4,468,750 and the estimated Total Federal participating construction cost is \$4,785,787.50. The design will provide more current, and more accurate estimates.

### **Barry Price Center Engagement & Land Acquisition**

The City has worked cooperatively with the Price Center board of directors to negotiate a friendly land acquisition. The Price Center is supportive of both the project and the proposed land acquisition. This land is needed for the path and adjoining parkland/project staging/parking.

The City and the Price Center have tentatively agreed upon, subject to City Council approval, an acquisition price of \$430,000 for an 11,210 square foot parcel as shown in Figure 4. Figure 5 shows how the land acquisition and projects will connect across Christina St. to the Northland Charlemont shared-use path.

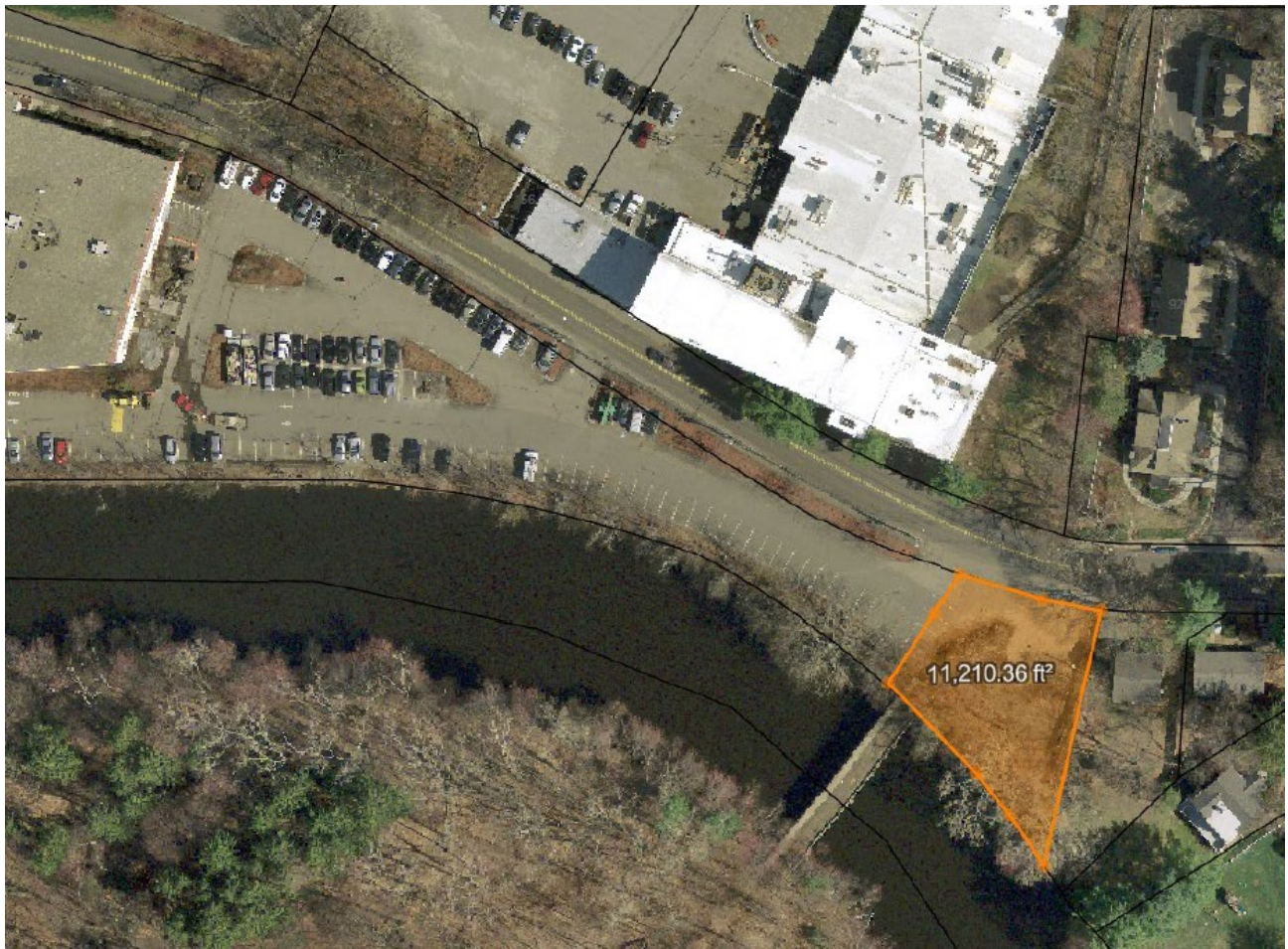


Figure 4. Land Proposed for Acquisition by the City of Newton.





Figure 5. Proposed Land Acquisition and Connection to approved Northland Charlemont 40B Shared-Use Path

**Schedule**

This item is before the Programs & Services Committee on October 23 and the Finance Committee on October 28. Subject to City Council approval, the Law Department will move forward with the land acquisition. The funding for the land acquisition must be committed by 12/31/2024.

VHB is beginning design work which will include public outreach in 2025.



Ruthanne Fuller  
Mayor

City of Newton, Massachusetts  
Office of the Mayor

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Email  
rfuller@newtonma.gov

September 30, 2024

Honorable City Council  
Newton City Hall  
1000 Commonwealth Avenue  
Newton, MA 02459

To the Honorable City Councilors:

I am pleased to reappoint Michelle Freshman of 39 Gray Cliff Road, Newton as a member of the Health and Human Services Advisory Council. Michelle Freshman's term of office shall expire on January 1, 2027 and the appointment is subject to your confirmation.

Thank you for your attention to this matter.

Warmly,

Ruthanne Fuller  
Mayor

# Application Form

## Profile

Michelle  
First Name

Middle  
Initial

Freshman  
Last Name

[Redacted]  
Email Address

39 Gray Cliff Road  
Home Address

Sulte or Apt

Newton  
City

MA  
State

02459  
Postal Code

## What Ward do you live in?

Ward 7

[Redacted]  
Primary Phone

[Redacted]  
Alternate Phone

Newton-Wellesley Hospital  
Employer

Nurse Practitioner  
Job Title

## Which Boards would you like to apply for?

Health and Human Services Advisory Council : Submitted

## Ethnicity

Caucasian/Non-Hispanic

## Gender

Female

## Interests & Experiences

Please tell us about yourself and why you want to serve.

**Why are you interested in serving on a board or commission?**

I have been a nurse practitioner for 26 years, the past 20 of which have been with Newton-Wellesley Hospital. I have a Master's in Public Health, concentrating in management and policy. As a clinician with a focus on multimodal pain management, I work with one patient or family at a time in collaboration with anesthesiologists, physiatrists, neurologists, urologists, surgeons, behavioral medicine colleagues and primary care providers. I see patients prescribed chronic opioids against a backdrop of opioid overprescribing. My job is to reduce potential harm, prepare patients for use of alternative remedies, and introduce the goal of tapering opioids as much as possible. We are all aware of the increased fatalities associated with alcohol and synthetic drug overdoses over the last few years. Working and living in Newton, I see many residents in need of support. For a broader view, I had looked to join and serve the Commission. As a member of the Advisory Board, I have been able to gain a broader perspective of City-wide health matters, many of which have personal significance, such as suicide, illicit substance use, social media risk reduction education as well as mental health challenges, such as social isolation. Psychosocial concerns seem to be an on-going focus in Newton and one that hits home with the populations I serve. Along these lines, my professional interests have included health outcome disparities tied to income and race differences; migrant health; the opioid crisis; health care transitions across acuity settings, particularly post-acute to rehabilitation to home; as well as community wellness programs, with a focus on teens and elders. I am honored to contribute to the health and wellness of Newton residents. I see my role as a conduit of information as well as an ear on the ground and will gladly contribute the time and energy it takes to make a difference in Newton. As a 10+ year resident of Newton, I can see an evolution in the City's services with respect to education, housing, and business development. Simultaneously, I have seen how the City has had to marshal many more resources and staff time to serve food, shelter, safety, health and infrastructure needs, particularly during and post Covid-19 pandemic. I am invested in serving Newton and sincerely want to improve the lives of the people in my community.

[10.2023-Resume-](#)

[Michelle\\_Freshman\\_NP.pdf](#)

Upload a Resume



Michelle Freshman, MPH, MSN, APRN, FNP-BC

Email: [REDACTED]

m: [REDACTED]

## Summary

*26 years of Advanced Practice Nursing: medically acute rehabilitative care; long-term sub-acute rehabilitative care; urgent and non-urgent primary care; sub-specialty neurology, chronic pain management with a focus on pelvic pain, and gastroenterology with a focus on liver disease*

## Career Highlights

- Former Co-Chair of the Newton-Wellesley Hospital (NWH) Patient Care Quality Oversight Committee; selected as care transitions discharge documentation analyst in collaboration with the Massachusetts General Hospital (MGH) High Performance Medicine Team **QUALITY CARE**
- Past hospital selectee for Institute for Healthcare Communication certification in Disclosure of Untoward Events in service to professional staff as liaison/ombudsman; interviewed Veterans Health Administration and Kaiser Permanente leadership for Harvard Executive Sessions meeting and case publications **PATIENT SAFETY**
- Long-time advocate for local and state recognition of Advance Practice Nurses (APN) role; proposed original APN Service business plan to NWH senior executives; chosen as Epic SuperUser Trainer **LEADERSHIP**
- Current Mayoral appointee to city-wide Health Advisory Council in service to Health and Human Services Commission, past participation on Community Emergency Response Team **PUBLIC HEALTH SERVICE**
- Ongoing manuscript editor and original contributor to academic gastroenterology and endoscopy publications **SCHOLARSHIP**
- Ongoing invited speaker addressing medical and non-medical communities on general health and wellness screenings, preventive care, chronic disease as well as medication management **TEACHING**

## Experience

2020- Nurse Practitioner, **Pain Management Clinic**, NWH, Newton, MA

2017-2020 Nurse Practitioner, Home Health Assessment (Northeast), **Matrix Medical Network**, Scottsdale, AZ

2007-2014 Nurse Practitioner, **Newton-Wellesley Internists, PC, Urgent Care**, Newton, MA

2006-2016 Case Reviewer, Clinical Transitions Project, Partners High Performance Medicine, NWH, Newton, MA

2005-2008 Nurse Practitioner, **Hebrew Rehabilitation Center, MACU**, Hebrew Senior Life, Roslindale, MA

2005 Women and Children's Health Educator, **The Second Step**, Newton, MA

2003-2020 Nurse Practitioner, **Newton-Wellesley Physicians--Gastroenterology**, consultative gastroenterology/hepatology practice of Lawrence S. Friedman, MD, NWH, Newton, MA

2003-2016 Clinical Staff and Coordinator, **Multiple Sclerosis Clinic**, NWH, Newton, MA

2002-2003 Clinical Coordinator, Multi-Specialty Clinics, Rehabilitation Department, NWH, Newton, MA

2001 Policy Intern, Center for Health Policy and Research, UMass Medical School, Shrewsbury, MA

1999-2000 Nurse Practitioner, **Harvard University, Law School Clinic**, Cambridge, MA

1999-2000 Nurse Practitioner, **Harvard Vanguard Medical Associates, Urgent Care**, Chelmsford, MA

1998-1999 Nurse Practitioner, Goddard Transitional Care Center, Stoughton, MA

1995-1996 Nursing Assistant, **Massachusetts General Hospital, Cardiac Step-Down Unit**, Boston, MA

1991-1993 Analyst, **Brigham and Women's Hospital/Harvard Medical**, Center for Cost-Effective Care, Boston, MA

## Recognition

- 2018 Selected as 1 of 8 national participants, Crohn's & Colitis Foundation Advanced Practice Provider Preceptorship, Inflammatory Bowel Disease, University of Chicago Medical Center, Chicago, IL
- 2014-2021 Selected as 1 of 10 selected Expert Content Panelist for the National Family Nurse Practitioner Certification Exam, American Nurses Credentialing Center (ANCC), an affiliate of the American Nurses Association
- 2012 Partners in Excellence Award for Clinical Excellence, Individual Award, NWH
- 2009 Partners in Excellence Award, High Performance Medicine (HPM) 2: Subgroup 4: Clinical Transitions Project, Partners HealthCare System, Inc., Boston, MA
- 2008 Partners in Excellence Award, High Performance Medicine (HPM) 2: Subgroup 4: Clinical Transitions Project, Partners HealthCare System, Inc., Boston, MA

## Research

- 2008-2009 Site Participant, "A comprehensive genome wide exploration of susceptibility genes in MS." Examination of the Genetic Basis of Multiple Sclerosis, National MS Society. Principal Investigators: David A. Hafler, MD and Philip De Jager, MD of Brigham and Women's Hospital/Harvard Partners Center for Genetics and Genomics. Site Investigator: Richard E. Toran, MD
- 2008 Site participant, "Validation of the ICF Core Sets for Multiple Sclerosis from the Perspective of Nurses," International Multiple Sclerosis Database
- 2007-2008 Site Participant, Fingolimod (FTY720), "A 24-month double-blind, randomized, multicenter, placebo-controlled, parallel-group study comparing the efficacy and safety of 0.5mg and 1.25 mg fingolimod (FTY720) administered orally once daily versus placebo in patients with relapsing-remitting multiple sclerosis," Novartis Protocol No. CFTY720D2309
- 2006-2016 Case Reviewer, "High Performance Medicine (HPM) 2: Subgroup 4: Clinical Transitions Project, Partners HealthCare System, Inc.," Project Leader: Terrence O'Malley, MD, Geriatrician
- 2004-2005 Treating Nurse, Avonex Combination Trial – ACT, "A Multi-Center, Randomized, Blinded, Parallel-Group Study of AVONEX Compared with AVONEX in Combination with Oral Methotrexate, Intravenous Methylprednisolone, or Both in Subjects with Relapsing-Remitting Multiple Sclerosis Who Have Breakthrough Disease on AVONEX Monotherapy," Biogen Idec Protocol C-865

## Publications

- 2021- Manuscript Editor, Rodriguez-Diaz, Jepeal, Baffy, et al. Artificial Intelligence-Based Assessment of Colorectal Polyp Histology by Elastic-Scattering Spectroscopy, Digestive Diseases and Sciences volume 67, pages 613–621 (2022)
- 2021- Manuscript Editor, Rodriguez-Diaz, Baffy, Lo, et al. Real-Time Artificial Intelligence-Based Histological Classification of Colorectal Polyps with Augmented Visualization, Gastrointest Endosc. 2021 Mar;93(3):662-670.
- 2004-2020 Freshman M, Friedman LS. Chronic hepatitis. Contributing authors to 3 editions. In: Schlossberg D, ed. Clinical Infectious Disease, 3rd ed. New York: Cambridge University Press.
- 1999-2020 Freshman M. Evaluation and Management of the following: 1) Diarrhea, 2) Fatigue, 3) Fever, 4) GERD, 5) Hirsutism, 6) Lymphadenopathy, and 7) Unintentional Weight Loss. Original content, over 6 editions. In: Buttaro TM, Trybulski J, Bailey PP, Sandberg-Cook J, eds. Primary Care: A Collaborative Practice. AJN Book of the Year 1999. Philadelphia: Mosby Elsevier.

**Education** -----

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2000-2001 MPH, Health Policy and Management, Harvard T.H. Chan School of Public Health, Boston, MA  
1994-1997 MSN, Family Nurse Practitioner curriculum, MGH Institute of Health Professions, Boston, MA  
1985-1989 BA, Economics, Wellesley College, Wellesley, MA

**Licensure**

1998- Massachusetts Controlled Substance, MA Department of Public Health  
1998- Drug Enforcement Agency, US Department of Justice  
1997- Commonwealth of Massachusetts, Registered Nurse/Nurse Practitioner  
1996-1999 Commonwealth of Virginia, Registered Nurse  
1996 Commonwealth of Massachusetts, Registered Nurse

**Certification**

2003-2008 International Organization of Multiple Sclerosis Nurses, MS Certified Nurse  
1997- ANCC, Family Nurse Practitioner  
1997-2007 AHA Advanced Cardiac Life Support (certified: 1997, 2001, 2005, 2007)  
1993- American Heart Association (AHA), Cardiopulmonary Resuscitation  
1991 Emergency Medical Technician

**Additional Training**

2017 Medication Assisted Treatment/Buprenorphine/Naloxone Waiver Preparation  
2016- Massachusetts Prescription Awareness Tool (MassPAT)

**Skills** -----

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- Excellent interpersonal, problem analysis, decision-making, and team-building skills
- Ability to handle complex situations and circumstances effectively, positively, and professionally
- Exceptional written communication and attention to detail
- Expertise in Comprehensive Health Assessment for Medicare Advantage geriatric and disabled populations
- EpicCare clinical software fluency



Ruthanne Fuller  
Mayor

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**#388-24**

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September 30, 2024

Honorable City Council  
Newton City Hall  
1000 Commonwealth Avenue  
Newton, MA 02459

To the Honorable City Councilors:

I am pleased to reappoint Sam Figler of 63 Sumner Street, Newton as a member of the Newton Commonwealth Foundation. Sam Figler's term of office shall expire on October 30, 2027 and the appointment is subject to your confirmation.

Thank you for your attention to this matter.

Warmly,

Ruthanne Fuller  
Mayor



# Application Form

## Profile

Sam Figler  
First Name Middle Initial Last Name

[Redacted] Email Address

63 Sumner St. Home Address Suite or Apt

Newton MA 02459  
City State Postal Code

### What Ward do you live in?

Ward 6

[Redacted] Primary Phone [Redacted] Alternate Phone

SARC LLC Consultant  
Employer Job Title

### Which Boards would you like to apply for?

Newton Commonwealth Foundation: Submitted

### Ethnicity

Caucasian/Non-Hispanic

### Gender

Male

### Interests & Experiences

Please tell us about yourself and why you want to serve.

**Why are you interested in serving on a board or commission?**

The Honorable Ruthanne Fuller September 13, 2024 Mayor of Newton Newton City Hall 1000 Commonwealth Ave, Newton, MA 02459 RE: Newton Commonwealth Foundation Re-appointment Dear Mayor Fuller: As you may recall, you appointed me to the Newton Commonwealth Foundation in 2021. I'm writing to express my interest in continuing to serve on the Foundation. I grew up in Brookline, and have been a Newton resident since 2005 (Ward 6, Precinct 4). I have three children between the ages of 15 and 24 (two of whom are avid golfers!). I served on Newton's Parks and Recreation Commission for a decade and am familiar with the needs, interests and principles of the City regarding recreation activities. I believe Newton Commonwealth is a fantastic, though underutilized City asset, and I'd welcome the opportunity to continue to guide its development by serving on the Foundation. Attached is an outline of my background and professional experience. I would be pleased to provide additional information and/or discuss my interests in further detail. Sincerely, Sam Figler 63 Sumner St. Newton, MA 02459 [REDACTED] Sam Figler is a semi-retired technology executive. Most recently, Mr. Figler served as BuzzFeed's Head of Global Business Development where he lead the company's global strategic partnerships in business, video and technology. In 1998, Sam joined Yahoo! as its sixth lawyer leading negotiations for its largest commercial transactions. He moved over to Yahoo!'s business side in 1999 and over the next seven years, held a variety of senior management positions including Vice President, Business Development and Vice President, North American Operations. In 2006, Sam went on to serve in a number of senior executive roles at various digital media companies including Senior Vice President, Partnerships & Ventures, at The Huffington Post, and Executive Vice President, Business Development at Criteo. In addition to his business career, Sam has taught at the George Washington University Law School and served on numerous boards, including the Youth Law Center and Center for Children's Law & Policy. Sam graduated with high honors from the George Washington University Law School and Clark University.

Upload a Resume

# SAM FIGLER

## BUSINESS DEVELOPMENT EXECUTIVE

Business development executive combining a corporate law background with expertise in complex digital media transactions to steer high-value partnerships, acquisitions and investments. Proven, hands-on leader with a track record in sourcing, structuring, and negotiating large-scale partnerships. Innovator of deals at the cross section of technology, social media, and entertainment. Trusted advisor on business, legal and technology matters.

### Key Strengths

Strategy & Planning | Partnership Structure & Negotiation | Tech Investments & Acquisitions | Digital Media Expertise | Domestic & International Transactions | Contract Negotiation & Review

## PROFESSIONAL OVERVIEW

### SARC LLC | 2006 - PRESENT

#### Founder

Through this closely held entity, have led multiple new business ventures, including: co-founding a publicly traded commercial bank, angel investing and advising start-ups.

### BUZZFEED | 2014 - 2018

#### Global Head of Business Development

Led global business development strategy, planning and execution across all divisions. Identified, structured and negotiated strategic partnerships and investments in advertising, entertainment, technology, and news. Leveraged expertise in technology and media acquisitions to perform due diligence, negotiate contract terms and execute partnerships that drove global revenue, profits and content distribution.

#### Key Accomplishments:

- ▣ Structured and negotiated material social media platform partnerships, including deals with Facebook, Snap and Twitter.
- ▣ Negotiated and managed sweeping NBC commercial relationship, including joint sales initiatives.
- ▣ Defined terms and led negotiations for key international transactions, including a joint venture with Yahoo! Japan to launch the BuzzFeed Japan property.
- ▣ Structured and led innovative digital media partnerships, including deals with NBC and Snap to create and manage NBC's first ever Snapchat Olympic property.
- ▣ Structured and executed BuzzFeed's first sale of premium Digital Show Content to YouTube.
- ▣ Hired and managed a team of six business development professionals to operationalize the business development function and develop partnerships across Entertainment and News business divisions.

### CRITEO | 2011 - 2012

#### Executive Vice President, Business Development

Directed North American business development for this European-based advertising technology company. Led strategic planning to identify and cultivate partnerships and media purchases in support of global business objectives.

#### Key Accomplishments:

- ▣ Drove significant growth for the North American publishing division by structuring publisher-to-publisher inventory purchases parlayed into publishing technology purchases on behalf of advertisers.

# SAM FIGLER

- ▣ Hired and managed a team of twelve business development professionals

## **THE GEORGE WASHINGTON UNIVERSITY LAW SCHOOL | 2010 - 2012**

### **Professorial Lecturer in Law**

Taught an advanced corporate transactions course with an emphasis on the practical elements of digital media transactions.

## **THE HUFFINGTON POST | 2010 - 2011**

### **Senior Vice President, Partnerships & Ventures**

Devised and executed business development plans with a focus on technology partnerships. Created, negotiated and reviewed partnership contracts and M&A deals to maximize revenue, minimize risk and drive the closure of deals critical to the organization's evolution and growth.

#### **Key Accomplishments:**

- ▣ Led the deals and partnerships that culminated in the sale of The Huffington Post to AOL.
- ▣ Leveraged the innovative strategy of monetizing remnant inventory to build programmatic business.

## **NETSEER | 2008 - 2009**

### **Vice President, Business & Legal Affairs**

Directed business operations, business strategy and legal affairs for this venture-backed technology start-up.

## **YAHOO | 1998 - 2006**

### **Vice President, North American Operations & Business Development**

Joined the company as its sixth lawyer and lead transactional counsel, drafting and negotiating commercial transactions valued at \$500M+. Transitioned to business development to negotiate and execute deals focused on technology acquisitions and strategic partnerships. Positions included Senior Director, Commerce Operations; Vice President, Business Development; and Vice President, North American Operations.

#### **Key Accomplishments:**

- ▣ Delivered 40% annual revenue growth as the strategic and operations manager of a diverse group of media and sales businesses accounting for one-third of Yahoo!'s annual revenue.
- ▣ Structured and negotiated several of Yahoo!'s most significant partnerships, including the Overture Services relationship, leading to a shift in product and sales priorities and the eventual acquisition of Overture.
- ▣ Led multiple Yahoo! firsts, including its first decentralized, property-level business operations team responsible for FP&A; first property-level account management function; first Strategic Account Management team; and first Media Sales dedicated business development team.
- ▣ Developed standard business development deal terms and drafted the company's first Universal Terms of Service.

## **ADDITIONAL EXPERIENCE**

**ARNOLD & PORTER | Corporate Associate (1995 - 1998)**

**HON. WILLIAM M. NICKERSON | Law Clerk (1994 - 1995)**

## **BOARD MEMBERSHIPS**

# SAM FIGLER

Page 2 of 2

**CHILDREN'S CENTER FOR LAW AND POLICY** | | **Member, Board of Directors (2006 - Present)**  
**YOUTH LAW CENTER** | **Member, Board of Directors (1998 - 2006)**

## EDUCATION

**Doctor of Law, *magna cum laude*** | The George Washington University Law School

**Bachelor of Arts, Political Science & Government, *cum laude*** | Clark University