

Application Form

Profile

Steven

First Name

Mares

Last Name

Middle Initial

[Redacted] Email Address

[Redacted] Home Address

Suite or Apt

[Redacted] City

[Redacted] State

[Redacted] Postal Code

What district do you live in? *

District 6

[Redacted] Primary Phone

Alternate Phone

Weber Shandwick

Employer

Finance Director

Job Title

Please look at the vacancy page before applying. Some Boards, Committees and Commissions have requirements that they are looking for in an applicant, such as specific skills or member types such as Adult or Student.

The Vacancy page can be found here:

[VACANCIES](#)

Which Boards would you like to apply for?

Board of Parks and Forestry Commissioners: Submitted

Interests & Experiences

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

[Steven Mares Resume.docx](#)

Upload a Resume

Why are you interested in joining this Board or Commission?

Hello - I am interested in serving on the Board of Parks & Forestry because my fiancé and I are frequent park users in Wauwatosa and I'd love the opportunity to proactively contribute to their success. We bought a house in Wauwatosa in the Summer of 2023 knowing how wonderful of a community it is and are looking for more ways to get involved. I currently serve on the Board of Public Debt Commissioners, helping oversee the City's finances and hoping to expand my service. Thank you!

Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

Ethnicity *



[REDACTED]

Gender *



[REDACTED]

Sexual Orientation *



Straight/Heterosexual

[REDACTED]

Date of Birth

Steven Mares

PROFESSIONAL EXPERIENCE

Weber Shandwick – An IPG Agency, Milwaukee, WI: Finance Director Apr 2024 - Present

- Financially manage agency's largest client with annual revenue of \$45M.
- Tools used include SAP, Hyperion, and Excel (vlookup, pivot tables, sumifs, etc.)
- Continue general agency responsibilities in previous role:
 - Managing 2 Financial Analysts
 - Training wider team on all areas of agency financial management
 - Oversee operating & overhead costs for specific agency division
 - Providing variance analysis vs forecast for both revenue and costs

Weber Shandwick – An IPG Agency, Milwaukee, WI: Senior Finance Manager Jul 2022-Mar 2024

- Manage major client revenue recognition totaling \$20M annually.
- Lead budgeting & forecasting process for full fiscal year & update forecast at each quarter-end.
- Collaborate with Account Management, Project Management, HR, and other areas of the business to ensure financial health of major clients & operations of the wider finance team.
- Manage operating & overhead costs for a specific division of the agency. This includes forecasting for rent, bad debt, office expenses, etc.
- Manager 2 Financial Analysts and conduct trainings with junior staff on all areas of agency finance.
- Coordinate billing operations with billing department. Drafting, editing, & submitting roughly 40 client invoices per month.

Michael Best & Friedrich LLP, Milwaukee WI: Deputy Practice Group Manager Mar 2022-Jul 2022

- Provide Financial Analysis to support the overall Practice Group, major clients, and specific partner requests.
- Compile data to support annual billing rate increases during client negotiations.
- Coordinate with both Partners and Accounting to identify and resolve billing and collection issues.
- Participate in Associate review process. Compiling financial metrics, written reviews, and roundtable commentary to create overall review packages.
- Assist with process improvements projects related to Firm or practice group structure, back-office process, and technology.

Golin – An IPG Agency, Milwaukee, WI: Finance Director Dec 2021-Mar 2022

- Served as Client Finance Director for all major clients. This included Pepsi, Johnson & Johnson, Ferrero, L'Oréal, and multiple others.
- Facilitated revenue recognition across multiple Golin offices and other IPG Agencies for all these major clients.
- Continue budgeting, month-end, and presenting regional financial performance responsibilities from previous role. Includes maintaining regional budgeting workbook, monthly revenue recognition, overhead cost management, and communication with outside auditors.
- Provide ongoing and ad-hoc analysis for Regional President & Department EVPs to maximize overall revenue and profitability for major clients.
- Manage 1 financial analyst, 1 biller, and 1 AP analyst.

Golin – An IPG Agency, Milwaukee, WI: Senior Finance Manager Oct 2020-Nov 2021

- Present regional financial performance to President of East Coast Operations, N.A. CFO, COO, and parent company (reporting directly to North American CFO).
- Develop and maintain staffing models to ensure department profitability & efficiency.
- Continue budgeting and month-end responsibilities in previous role. Roughly \$25M in 2021 revenue.
- Tools used include SAP, BW (Business Warehouse), and Hyperion

- Monitor and improve quarterly KPIs and provide ad-hoc analysis when requested

Golin – An IPG Agency, New York, NY: Finance Manager Jan 2020-Oct 2020

- Solely responsible for building fiscal year forecasts for two different IPG companies and submitting updated forecasts every quarter.
- Update budgets every month with actuals while providing variance analysis
- Provide variance analysis on P&L accounts including revenue, SRS costs, and variety of overhead costs on monthly, quarterly, and annual basis
- Served as lead local finance representative for Novartis quarterly reconciliations
- Build different financial models to explain account by account profitability

Golin – An IPG Agency, New York, NY: Financial Analyst Aug 2018-Dec 2019

- Determine proper monthly, quarterly, and annual revenue recognition via contract analysis. Revenue recognition includes commissions, retainer fees, and hourly billings
- Maintain annual budget by updating actuals every month and updating projections every quarter. Providing analysis on profitability margin, compensation percentages, and revenue per department
- Create ad-hoc financial models and present to senior leadership teams
- Communicate with staff and general ledger accountants to manage balance sheet accounts, Work-In-Progress, bad debt, and overheard expenses

Quintessentially, New York, NY: Financial Analyst Apr 2018-Aug 2018

- Build and maintain client by client profitability analysis
- Led implementation of new accounting software (Sage200) and new project management software (Procim)
- Build and maintain labor efficiency model to maximize each employees available time for each assigned client
- Create global fiscal year revenue budgets based off current contracts and pipeline clients
- Perform ad hoc financial reports as requested by Global CEO and Global CFO
- Assist Controller in month-end & fiscal year closings
- Build and update fixed-assets/depreciation schedule

Quintessentially, New York, NY: Junior Accountant Feb 2017-Mar 2018

- Assisted Controller in month and fiscal year closings
- Built and maintained invoicing and deferred revenue schedule for corporate clients
- Performed reconciliations of bank accounts, credit cards, and other balance sheet accounts
- Individually in charge of maintaining Accounts Receivable and Accounts Payable accuracy. Ensuring timely payments of creditors and billing of customers

EDUCATION

University of Dayton, Dayton, OH

Bachelor of Science Degree, Accounting, May 2015