

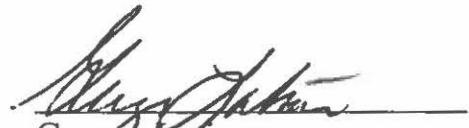


George Latimer
County Executive

WHEREAS, a vacancy exists in the membership of the Westchester County Tax Commission:

NOW, THEREFORE, I, George Latimer, County Executive of Westchester County, in accordance with the terms and provisions of the Westchester County Charter, appoint Manuel Casanova, 286 Lyncroft Road, New Rochelle, New York as a member of the Westchester County Tax Commission, for the term September 22, 2023 to December 31, 2024.

Given under my hand
and seal this 22nd day
of September, 2023.



George Latimer
County Executive

Office of the County Executive

Michaelian Office Building
148 Martine Avenue
White Plains, New York 10601

Email: CE@westchestergov.com
Telephone: (914)995-2900

westchestergov.com

George Latimer
County Executive

September 22, 2023

Mr. Manuel Casanova
286 Lyncroft Road
New Rochelle, NY 10804

Dear Mr. Casanova,

It is my pleasure to appoint you to serve as a member of the Westchester County Tax Commission effective today, Friday, September 22, 2023. This appointment is for a term to expire on December 31, 2024.

Your appointment is subject to confirmation by the Westchester County Board of Legislators, but your service begins immediately. You must complete the attached Oath of Office within 30 days, either by appearing at the County Clerk's office or mailing the signed and notarized form to our office.

When you have filed your Oath of Office, a Resolution to confirm your appointment will be submitted to the County Board of Legislators. As part of the confirmation process, you may be called before the Board to be interviewed. Please contact the Tax Commission at (914) 995-4325 for the date, place, and time of the upcoming meeting for your participation.

Pursuant to Local Law, as a member of a Westchester County Board and/or Commission, you are responsible for adhering to the requirements of our Code of Ethics, which includes the filing of a financial disclosure statement with the County Board of Ethics.

Warmest wishes for a successful tenure.

Very Truly Yours,



George Latimer
Westchester County Executive

GL/ts

cc: Honorable Board of Legislators
Victor Mallison, Executive Director, Tax Commission
Joan McDonald, Director of Operations

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MANUEL CASANOVA

286 Lyncroft Rd, New Rochelle, NY 10804 646-244-8630
Manuel@Contributeco.com

MANUEL'S PROFILE SUMMARY

Manuel is a seasoned global professional with more than twenty years of business and political campaign work experience. He is passionate about solving problems through innovative leadership.

Manuel enjoys collaborating with peers, clients, and partners. He has achieved operational and commercial success with global and international companies. Among his achievements was negotiating, in conjunction with the Atlantic alliance peers, a 400MM+ revenue contract. This new alliance contract-part of a bigger 2.5B contract- with a trade partner brought back Finnair and the alliance to a competitive standing against competitors.

Manuel presents ideas and represents brands with confidence. He holds Graduate degrees in business and political strategy and marketing.

MANUEL'S WORK EXPERIENCE HIGHLIGHTS (2007-2023)

Chief Financial and Marketing Officer Contribute LLC - New Rochelle, NY

09/2022 - Present

- execute company's financial strategy.
- develop plans for growth to increase company's profit.
- manage accounting procedures.
- create and execute marketing plan.
- research market structure and create business development plan.

Start-Up Consultant Self-Employed - New Rochelle, NY

10/2020 -10/2021

- consulting with key individuals about strategy, operations, and funding.
- guiding and mentoring key personnel to achieve objectives.
- guided domestic and global business development plans.
- making recommendations regarding business operations and processes when required.

US Sales Manager Finnair - New York, NY

08/2018 - 10/2020

- achieved 400MM+ revenue global contract with travel management company. The new contract put Finnair and the alliance at competitive position against other alliance carriers.
- represented and managed Finnair relationship with Atlantic Joint Business partners and Travel Management Companies:
 - negotiated contracts with Travel Management Companies.
 - analyzed market data, identified trends and pricing.
 - guided internal team on commercial and distribution strategies and brand development.
 - executed marketing actions plans in coordination with all alliance partners.
 - participated in global events promoting the alliance at Pacesetters, GBTA conferences and other events.
- managed revenue portfolio of \$13MM for Finnair and worked with partner airlines on a \$960MM revenue portfolio for the Atlantic Joint Business.

Portfolio of companies under management:

- American Express,
 - CWT,
 - Egencia,
 - Travel and Transport.
 - Hopper,
 - Fareportal.
 - Ovation,
 - Altour,
 - Frosch.
- represented Finnair North America team on the Salesforce "Phoenix" project team and collaborated to customize and implement new CRM version across the company.

Founder IGA

Integrity Global Advisors (IGA) - New York, NY

10/13 – 07/31/18

- achieved positive election results for challengers going against long-term incumbents, leaving these challengers in good position to eventually win their next election.
- worked as General Campaign Consultant, Campaign Manager, Field Director and Field Organizer for city council, state senate, congressional, presidential campaigns and technology start-ups.
- advised campaigns on:
 - General and communication plans including digital and social media.
 - Campaign legislative initiatives.
 - Competitive landscape and voter segmentation.
 - Key stakeholder's relationship development.
 - Budgeting, cash flow, and fundraising strategies.
 - Campaign processes and metric implementation.
 - Technology and its role in a political campaign.
- coached candidates and community leaders on communication skills, debate, and union endorsement presentations.
- built, managed, and trained management, communication, fundraising, and field campaign teams.
- political guest panelist at NY1 and MNN networks in New York City.

Key Account Manager

LATAM Airlines (merger of LAN & TAM Airlines)- New York, NY

11/2012 – 09/2013

- achieved successful transition to new merged corporate sales team, and set up the team to reach merger corporate synergy revenue goals.
- was promoted to lead the new North Region Corporate Segment team. Controlled 60 most significant clients and revenue within the USA: JPM, Citibank, Goldman Sachs, Credit Suisse, BOFA, UBS among others.
- managed and coached two Corporate Sales Managers and Inside Sales team. Guided and helped team to develop new business and portfolio revenue growth.
- led synergy program for corporate accounts.
- negotiated largest global corporate contracts, JPM, Citibank, Goldman Sachs and Credit Suisse.
- coordinated Global RFPs with colleagues in London, Madrid, Sao Paulo, Buenos Aires, and Santiago.
- led and presented at conferences, events, and strategic partners retreats in the USA and abroad (GBTA, ACTE, AMEX, Orbitz).

North Region Corporate Sales Manager

LAN Airlines – New York, NY

06/2007- 11/2012

- earned 2008 Salesperson of the Year for the North Region.
- co-developed corporate revenue growth strategy with Regional Director and Corporate Segment Owner.
- managed 13 million dollars of corporate client revenues with the leading number of companies flying the main network route.
- controlled, maintained, and developed communication plans with clients' internal stakeholders.

MANUEL'S EDUCATION

Masters in Election and Campaign Management, Fordham University - New York, NY, **May 2013**

Master's in international business, Florida International University - Miami, FL, **August 2000**

B.A. in International Relations, Florida International University - Miami, FL, **December 1998**

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**COUNTY OF WESTCHESTER
OATH OF OFFICE**

For Appointees to County Boards and Commissions

STATE OF NEW YORK)
) ss.:
COUNTY OF WESTCHESTER)

I, Manuel Casanova do solemnly swear (or affirm) that I will support
(Print or Type Name)

the constitution of the United States, and the constitution of the State of New York, and that I will faithfully discharge the duties of the office of Westchester County Tax Commission in and for the
(Print or Type Board Name)

County of Westchester, according to the best of my ability.

Date: October 19, 2023 Manuel Casanova
(Signature)

Sworn to and subscribed before me this 19th day of October,
2023.

[Signature]
(Signature)

Jason Dwight Thomas-Jackson
(Print or Type Name)

Notary Public
(Title of Official Administering Oath)

JASON DWIGHT THOMAS-JACKSON
Notary Public - State of New York
NO. 01TH0013727
Qualified in Westchester County
My Commission Expires Sep 22, 2027