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Mayor Thomas M. Menino

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blog posts on the pieces of Boston that you know and love.

TELL US

your ideas for BWP programming.

NOMINATE

yourself to serve as a Connector.

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Boston World Partnerships is a registered 501(c)3 non-profit organization. BWP’s mission is to raise international awareness of the competitive advantages that Boston offers to growing businesses, and to connect business people to the resources they need to locate and grow here. BWP’s progressive, cost-efficient strategy was developed in partnership with the Boston Redevelopment Authority, Boston’s planning and economic development agency. The BRA and Procter & Gamble/Gillette provided performance-based seed funding to support this innovative, results-focused organization.

Inform + Connect = Growth
An Overview of Boston World Partnerships



ALUMNI ORGANIZATIONS EMPOWER INDIVIDUALS AND FOSTER INTERNATIONAL COLLABORATION. THEY HELP CAPTURE COMPETITIVE INTELLIGENCE AND CREATE NEW CHANNELS FOR INVESTMENT. IN SHORT, THEY ARE POWERFUL TOOLS TO DRIVE GROWTH. WE’RE MAKING BOSTON THE FIRST CITY IN THE WORLD TO IMPLEMENT A GLOBAL ALUMNI STRATEGY.



STRATEGY

Connectors

Boston's status as a leading global center for top-tier talent allows Boston World Partnerships to selectively recruit high-quality, forward-thinking business people to serve as Connectors. In this role, they generate leads for economic growth – each one an opportunity to strengthen a Boston employer, support entrepreneurship, enhance workforce development, create jobs, or attract a new business.

The Connectors cut across economic industries, professional disciplines, countries of origin, and cultural communities more so than any other organization we know of. The result is a truly dynamic slice of our city, a high-energy citizen sales force that promotes Boston's economic opportunities and offers individual members an invaluable forum for building deep professional relationships outside of their respective verticals.

Growth

Founded by Mayor Thomas M. Menino and launched with performance-based seed funding commitments from the Boston Redevelopment Authority and Procter & Gamble, Boston World Partnerships went live in February of 2009. In our first phase, we have focused on building the Boston chapter of Connectors so that it can serve as both a platform on which to expand our network and a template for creating similar clusters of high caliber, pro-Boston business people in other major cities. Wherever they live, BWP Connectors will come together around a common commitment to intellectual creativity, business innovation, and personal integrity – and a shared passion for Boston as a city that is defined by these attributes and values.

As BWP establishes Connectors in more and more global cities, these concentrated groupings of smart, creative, high-performing business people will offer a unique combination of nuanced intelligence and personal accountability, making them highly efficient conduits through which to learn about and get connected to the key components that make Boston's economy move. BWP Connector clusters will come to be recognized as the most effective filters of all the complex information that is relevant to doing business in Boston.

“I am very impressed with the effectiveness of Boston World Partnerships and I would like to thank you for the introductions!”

Omer Hiziroglu, Esq.
General Counsel & Licensing Manager
Innovent A.S. (Istanbul)

THREE-YEAR PLAN

2008

- Assemble Board of Directors of key business and civic leaders. Conduct extensive focus groups. Shape raw ideas about human capital, global economic trends, and emerging Web 2.0 tools into a first-of-its-kind strategy to create a citizen sales force that will promote Boston's economic opportunities and make the region's resources easier to access.
- Recruit initial cadre of 125 Connectors.
- Design and develop website to serve as the digital hub for both content and connections.
- Recruit and hire a small (but stellar) staff to manage the initiative's many moving parts.

2009

- Build and strengthen the Boston chapter of BWP's global network to serve as both a platform and a template for future growth and expansion.
- Go live (February). Test and recalibrate the incentives for Connectors to advance BWP goals.
- Introduce Action Team structure, owned and operated by Connectors. This creates a focus on short-term projects that reflect Connectors' areas of interest and expertise, elevating Connector engagement while also advancing BWP's overall goals.
- Conduct outreach to attract additional Connector candidates. Review and select Connectors. Remove those Connectors who are not sufficiently active to ensure the integrity of the BWP network.
- Build and populate robust database of myriad resources that comprise Boston's economy.
- Drive brand awareness through a multi-faceted PR & social media campaign, building the buzz about BWP and Boston – and all that they offer to business people.

2010

- BWP's growth curve becomes sharply steeper as we enter Year 3.
- Introduce our revenue model to ensure long-term sustainability and growth.
- Maximize user-generated content to create a deep, dynamic, searchable collection of information on every facet of Boston's economy.
- Leverage the many linkages between Boston and London to establish BWP's first overseas cluster.
- Focus, at every level, on the ways that the BWP network can inform people about Boston's benefits for businesses and connect people to the resources they need to locate and grow here.

Going Forward

- Expand further by mobilizing Bostonians in more and more major cities to serve as Connectors, building brand awareness for Boston as a global capital of innovation and top-tier talent and a longtime leader in important sectors such as asset management, life sciences, clean tech, healthcare, and higher education.