

Date: October 30, 2020
To: Mayor Joseph A. Curtatone
From: Appointments Advisory Committee
CC: Jennifer Mancia
RE: Recommendation for Appointment to the Universal Design Commission (UDC)

The Somerville Appointments Advisory Committee (“AAC” or the “Committee”) recommends Tim Talun, Heidi Cron, and Kerri Connolly for appointment to the vacant positions on the Urban Design Commission (UDC).

The Committee was impressed with Tim Talun for his continued commitment to the City and willingness to serve the public good. As he is an architect, he demonstrated a depth of knowledge and sound judgement that made him stand out from other well-qualified applicants regarding the importance of our public realm. As there is a need to balance expiration dates for this relatively new commission, we recommend that Tim be appointed to the Full Member position that expires or is up for renewal in 2024.

The Committee was also pleased with our discussion with Heidi Cron. Her background includes design experience but from a different perspective that architecture or landscape design and has an open-minded viewpoint from working internationally. The Committee recommends that Heidi be appointed to the Full Member position with a term expiring in 2025.

With a background in journalism and urban planning, the AAC recommends Kerri Connolly to the Alternate Member position with a term expiring in 2024. Kerri is a pragmatic and patient collaborator who prides herself on talking through realities to find compromises which will be a significant strength for the design review process.

We had terrific conversations with all the candidates from this round of applicants and were genuinely awed by the qualifications. Please let us know if we can answer any further questions.

Sincerely,

From: [Charlotte Leis](#)
To: [REDACTED] [COS-Website-Planning](#)
Subject: RE: Somerville resident wanting to get involved!
Date: Monday, June 29, 2020 1:43:13 PM

Hi Heidi,

Confirming receipt.

Best,

Charlotte Leis

Ward 7 Planner/Case Review
Marijuana Advisory Committee and Zoning Board Liaison
Mayor's Office of Strategic Planning and Community Development
93 Highland Avenue | Somerville, MA 02143
617-625-6600 x2525
cleis@somervillema.gov

The development review process and associated applications can be found online at [this link](#).

From: Heidi Cron [REDACTED]
Sent: Friday, June 26, 2020 5:59 PM
To: COS-Website-Planning <COS-Website-Planning@somervillema.gov>
Subject: Somerville resident wanting to get involved!

Hi there,

I'm interested in a position on one of the boards listed on the City of Somerville website. I'm an architectural designer residing here in Somerville. Please see my resume, attached.

Looking forward to hearing from you!

Regards,
Heidi

Heidi Cron

Architectural/Interior Design | Branded Environments | International Experience | Strategy

Accomplished design industry professional known for creative, driven leadership, with a proven track record of creation and implementation of retail environments, delivering premium brand personality and ROI in both domestic and international markets. Passionate developer of people who improves performance, connects people to a vision, and helps all to achieve their personal goals.

Selected Highlights : Design Leadership

CBRE @Google:

- Leading design and execution of food-focused environment across Google campus infrastructure.

Adrenaline Agency:

- Designed and implemented brand-focused architecture and interior design for US-based retail banking institutions, resulting in a demonstrable increase in new accounts and increased deposits.

Dunkin' Brands International:

- Created and implemented innovative, distinct, strategic prototype designs for Dunkin' Donuts new market entry in 10 countries, increasing awareness and growing brand presence globally.
- Led creative and strategic direction for store design and implementation in China; this effort contributed to a top line sales increase of 50% higher than previous market entry attempts.
- Directed and implemented store design revitalization for Dunkin' Donuts in existing International markets.

Starbucks Coffee International:

- Led store design and roll-out for Starbucks Coffee International in UAE, Singapore, Malaysia, and Indonesia.
- Managed implementation of LEED Volume Certification for Starbucks Singapore.

Bergmeyer Associates:

- Led design development, documentation, and construction management of 3 Boloco restaurants in Massachusetts and Washington, DC, expanding brand presence and profitability for the restaurant chain.

Selected Highlights : Business Leadership

Adrenaline Agency:

- Developed internal staff with focus on personal goals and team development and output, leading to 2 promotions
- Represented Adrenaline as a speaker at the 2019 Financial Brand Forum in Las Vegas, resulting in new client work

Dunkin Brands:

- Led diverse global franchisee, vendor, and contract relationships based in multiple countries resulting in effective rollout
- Implemented DiSC management tools to internal team; managed ongoing professional development
- Collaborated with cross-functional teams, breaking down silos to engage in creative problem solving.
- Championed efforts of Women-In-Networking (WIN) for domestic and international teams; led international book reading group resulting in improved networking and connection between teams

Starbucks Coffee International:

- Stationed in Hong Kong office for 2.5 years; well-versed in multi-cultural relationship management
- Demonstrated strong presence navigating multiple company owned, joint venture, and franchisee based business models
- Managed diverse global FF&E vendor relationships resulting in improved pricing and implementation to market

Core Competencies

Design Concept Development | Design Process & Strategy | Team Management | Art Director
International Expertise | Strategic Planning | Cross-Functional Leadership | Communication Skills | Coaching
FFE Sourcing & Documentation | LEED Certification | New Market Entry | Deadline Oriented | Self Starter
Visual Merchandising Systems | Construction Implementation | People Development | Creative Director

Heidi Cron

Architectural Design | Branded Environments | International Experience

Experience

CBRE @Google | Food Design Manager | April 2020 – Present

Global leader in commercial real estate and project management. NASDAQ listed company with 14.59B market Cap, working alongside Google Food Team.

Reporting to Regional Design Manager. Lead designer / Owner's representative for food/hospitality spaces in Google headquarters and data centers across the US and Canada..

Adrenaline Agency, Portsmouth, NH | Director, Architecture and Interior Design | June 2018 – Sept 2019

Creative agency focused on the retail banking industry.

Reported to SVP, Retail Experience Design. Senior leader of multidisciplinary studio focused on strategic direction and creating branded environments, with a focus on financial institutions. Directed team of 9 reports, including 2 managers.

Dunkin' Brands, Canton, MA | Design Manager, International Store Design | July 2013 – June 2018

Parent company to the two iconic restaurant brands, Dunkin' and Baskin Robbins. NASDAQ listed company with \$6.6B market Cap and 20,000 restaurants in 48 countries.

Reported to Senior Manager, Design Innovation, with dotted line to VP, International Operations. Design leader focused on creating and directing store design concepts and implementation for international markets.

Bergmeyer Associates, Boston, MA | Architectural Designer / Project manager | Sept 2011 – Nov 2012

Architecture and Interior Design firm with a focus on the retail sector.

Reported to Principal Architect. Designer focused on concept ideation, design implementation, and management leadership for retail and food service clients.

Starbucks Coffee Co., Seattle, WA; Hong Kong | Design Manager, Int'l Store Design | Dec 2007 – Sept 2011

Global leader in the retail coffee industry. NASDAQ listed company with \$102.61B market Cap and over 29,000 stores in 80 countries.

Reported to Senior Design Manager, with a dotted line to VP of Real Estate. Architectural Designer focused on managing store design and implementation for international markets. Led a team of 3 direct reports.

Catalano Architects, Boston, MA | Albert, Righter & Tittman Architects, Boston, MA | Gooch Design Studio, Chicago, IL | Sept 03 – Nov 07

Interior Designer / Interior Architect for design firms of 3 – 10 people, specializing in high-end residential and small commercial architecture and interior design.

HNTB Corporation, Boston, MA | Sept 1998 – Apr 2003

Architectural / Interior Designer / Job Captain at A&E firm focused on large commercial projects.

Awards & Publications

- "Heidi Cron Details her Move from Dunkin' Brands to Adrenaline," American Builders Quarterly, Q3, 2018
- Dunkin' Donuts Mexico City: Corazon Chilango Award in category of Best Mexico City Hot Spot
- "Enjoying Sweet Success," American Builders Quarterly, Q2, 2017
- Boloco: EHI EuroShop Retail Design Award Finalist
- Boloco: HUB Magazine: HUB Prize Gold Medal

Education & Certification

- **LEED** Green Associate
- **Boston Architectural Center**, Master of Architecture, June 2003.
- **Harvard Divinity School**, Master of Theological Studies, June 1996.
- **University of Massachusetts**, BA (summa cum laude), Comparative Literature, May 1993.