

# BUSINESS LIVES

**46%**  
of workers believe they will work past the traditional retirement age

Source: Robert Half study Workplace Redefined

## HOT JOBS

### FOOD POLICY COORDINATOR

**AGENCY** NYC Office of the Mayor

**JOB DESCRIPTION** Oversee efforts to increase access to healthy food, combat obesity and create a sustainability plan for New York City

**MOST IMPORTANT TASKS** Increase access to, usage of food programs such as school meals and food stamps at green markets

**CREDENTIALS NEEDED** B.A. or master's in health or public policy, minimum seven years' experience

**SALARY** \$75,000 to \$120,000

**RECRUITER** NYC Deputy Mayor's Office

**DOWNSIDE** Challenge of redirecting the focus of food programs toward economic development

**UPSIDE** Improving the health and well-being of New Yorkers

NYC was the first city in the nation to have a food policy coordinator. The coordinator works to achieve consensus in related city agencies.

—RACHEL WEXLER

## EXECUTIVE MOVES



**Cushman & Wakefield:** John C. Santora, 53, was promoted to chief executive of client solutions, a newly created position. He most recently served as president and chief

executive of the Americas region.

**IDA Ireland:** John Conlon, 51, was promoted to executive vice president of North America at the investment promotion agency. He was formerly senior vice president and director of the East Coast region.

**Groundwork Inc.:** Derrick E. Griffith, 39, was appointed executive director at the youth and community-development nonprofit. Previously, he served as founding director and principal at CUNY Prep.



**L&L Holding Co.:** Daniel Hollander, 43, was named president of L&L Residential, a newly formed division of the real estate management company. He was

formerly senior managing director of The Clarett Group.

**Chit Private Bank:** John Hilderbrandt, 46, joined as a managing director. He had been a managing director at U.S. Trust, Bank of America Private Wealth Management.

**Heather Kirby,** 51, joined as a managing

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**YOUNG AT HEART:** Lourdes Arocho maintains a kid's mentality in her post at Nickelodeon.

BUCK ENNIS

## GOTHAM GIGS

# Not Just Child's Play

**'Does this doll embrace the essence of Dora?'**

IN THE 1988 MOVIE *Big*, Tom Hanks' character, a faux grown-up, lands a dream job testing toys for a giant toy company. Well, that job does exist in real life, and it belongs to Lourdes Arocho, vice president of toys and games for Nickelodeon. She decides which toys will make the cut for *Dora the Explorer*, *SpongeBob SquarePants* and other franchises, and handles licensing at the cable network's consumer products division. ¶ The 39-year-old New Yorker gets pitched countless ideas. "You're always asking, 'Does this doll embrace the essence of Dora?'" she says. ¶ Ms. Arocho started out in advertising, as an intern on the creative side. She put college on hold to get married and have a baby in her early 20s, completing her degree more than a decade later. She worked her way up the ranks at Warner Brothers' DC Comics, where she was immersed in superheroes. Her two boys, she says, help her maintain a kid's mentality. But when Ms. Arocho sees her company's toys at retail, her inner grown-up takes over. ¶ "Sometimes I'll rearrange the shelves," she says. "My kids hate that. They roll their eyes and say, 'Mom, you don't work here!'"

—HILARY POTKREWITZ

## EXECUTIVE INBOX

Anne Fisher

### What makes a great partnership?

**BACK IN 1939**, two 26-year-old engineers in Palo Alto pooled their meager savings and started the Engineering Service Co. Their gadgets brought in enough revenue that they decided to formalize their venture with a partnership agreement. They also decided to rename it after themselves. They flipped a coin to determine whose name should go first. The winner: Bill Hewlett. Dave Packard's name came second.

This and lots of other colorful details about partnerships are woven into *Power of 2: How to Make the Most of Your Partnerships at Work and in Life*, by Rodd Wagner and Gale Muller, executives at Gallup. "Humans are made for collaborating," they write.

But why do some pairings soar while others crash and burn? Mr. Wagner and Mr. Muller explore a number of factors that make for success, like complementary strengths, a common mission and open communication. Fine, but ask entrepreneurs with partners, and you'll hear all that and more.

A clear plan helps. Ken Carbone and Leslie Smolan are partners in brand design firm Carbone Smolan. Mr. Carbone acts as Mr. Outside, dealing with clients, while Ms. Smolan is "watching the finances," she says. "One of us takes the ball and runs with it, because if we both run with it, we'll run into each other."

The true test of a partnership may be how well it withstands disputes. Ideally, points of contention can make a business stronger. Mr. Wagner and Mr. Muller note that Warren Buffett relies on collaborator Charlie Munger to temper his enthusiasm.

A willingness to ride out the rough patches makes all the difference. "Be tolerant," suggests Melissa Gerson, a licensed clinical social worker who, with Rebecca Appleman, runs eating-disorders clinic Columbus Park Collaborative. "People have cranky moments and irritate others. That's life."

**IF YOUR BUSINESS** is a partnership, what makes it work? Tell us at [www.crainnewyork.com/execinbox](http://www.crainnewyork.com/execinbox).