

MILWAUKEE BUSINESS JOURNAL

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**MILWAUKEE AREA'S
EMERGING LEADERS**



EDITOR'S NOTE

40 Under 40 winners stand out in many ways



Mark Kass
Editor-In-Chief

I've always understood the popularity of our 40 Under 40 program, but it really has been reinforced to me in recent weeks since we announced our 2016 class.

Almost everywhere I've gone, from a business meeting to a dinner with my family, I have had someone come up to me and talk about the program and the class of winners we selected this year. And, of course, everyone had a suggestion for a future winner or wanted to put in a plea for me to consider expanding the program to 50 Under 50 or 60 Under 60. This is the 24th year of our 40 Under 40 program. The response was again overwhelming, with more than 280 people nominated, among the highest number of responses in years.

I had the honor of leading the judging process again. I was

joined by managing editor Todd Bragstad and director of business administration Renee Dries. Our criteria is very broad. To be considered, nominees must work in Milwaukee, Waukesha, Washington, Ozaukee, Racine, Kenosha or Walworth counties and must be younger than 40 as of Feb. 22, the date of our awards dinner.

Readers often ask me how we choose our winners each year. We are looking for young professionals who are successful in their chosen careers, but have also taken the opportunity to make a difference in their communities. We look at this group as the future leaders of southeastern Wisconsin and we are looking for professionals who stand out for their many accomplishments at a young age.

We have not set a date for our 2017 publication, but watch our pages and our website — milwaukeebusinessjournal.com — for more information and the nominating process.

If you have any questions, contact me at 414-908-0566 or mkass@bizjournals.com.

40 UNDER 40

Hall of Fame

inducting four of our past winners. They are: Cecelia Gore,

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MARQUETTE UNIVERSITY CONGRATULATES OUR ALUMNI

CHARLES BIRTS, Arts '10

HNTB Corp.

TERRI DEROON CASSINI, Grad '05, '08

Froedtert and the Medical College of Wisconsin

JOE KIRGUES, Bus Ad '05

gener8tor

▶ AGE 38

Tom Lindow

CHIEF FINANCIAL OFFICER AND CHIEF OPERATING OFFICER Milwaukee Jewish Federation Inc.



CLOSER LOOK

Hometown: Sheboygan

Education: BBA, University of Wisconsin-Milwaukee (Lubar School of Business); MBA, University of Minnesota (Carlson School of Management)

Past experience: Accounting director, FIS; finance manager, Northwest Airlines; associate, Mertz Associates

resemble each other."

Favorite saying or word?

"There's a humorous side to every situation. The challenge is to find it." — George Carlin

Favorite type of music? Rap

Best stress release? "Playing silly, meaningless games on a tablet. Over the past two years I have built a pretty cool virtual Springfield for the Simpsons. I thought about using this for my most meaningful accomplishment but it lost out by a nose."

What you want to be doing in 10 years? "Running a charitable foundation"

Favorite hobby? "Watching sports — Bucks, Brewers, Packers and, yes, the Minnesota Gophers"

Favorite vacation spot? "As long as my son is young (he's currently 5), it will be Disney World."

What would you tell your teenage self? "Cut your hair short so it will be less traumatic when you start balding at age 19."

Most pressing issue facing the Milwaukee area? "A lack of public transportation, which is hindering economic development and holding the city back from reaching its full potential."

Other profession you'd like to try? "Salary cap analyst for the Milwaukee Bucks"

Word that best describes you?

"Humorous"

What was your first job?

"Paperboy"

Biggest perk of your job?

"The opportunity to help others"

Go-to person when you need help?

"God. If you want something less religious, I would say my boss, Hannah Rosenthal."

Person you would most like to meet?

"We're all human beings who have different strengths and weaknesses, so I don't get too excited about meeting people."

"That being said, it would be fun to taunt my wife if I got to meet Johnny Depp. It would have to be a short meeting, though, as I don't think we have a lot in common and I don't particularly like any of his movies."

Something about you that would surprise people?

"I'm under 40. (When the announcement was made public, half of my friends/colleagues said 'congrats' and the other half said 'you're really not 40?')"

Who's your mentor? "While many, many people have helped teach me valuable skills, I wouldn't say I have a mentor. During my career I've pretty much figured things out on my own."

Book on your nightstand?

"The Ecclesiastical History" by Eusebius

Your favorite film?

"Dumb and Dumber"

Who would play you in a movie about your life? "Daniel Stern (the taller bad guy in 'Home Alone'). Unfortunately, we

Prior to joining the Milwaukee Jewish Federation about four years ago, Tom Lindow mainly worked at Fortune 500 companies. Moving to the much smaller federation, along with it being a nonprofit, seemed to be out of his comfort zone, but he quickly adjusted. It didn't take Lindow long to become adept in areas of treasury management, accounts payable, information technology, human resources, benefits administration and property management.

Growing up as somewhat of an introvert and viewing himself as too busy for volunteering, Lindow today is treasurer of the Lupus Foundation of Wisconsin, was named an "All-Star Jailbird" for funds he raised for the Muscular Dystrophy Association, and has worked on various consulting projects for the Wisconsin Women's Business Initiative Corp.