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LaRosa of Tocci Building named finalist for CFO award in Boston Business Journal

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According to Tocci Building Companies, Robert (Bud) LaRosa is a finalist for the Boston Business Journal CFO of the Year Award. The BBJ's CFO of the Year Award recognizes CFOs who make a difference in their companies and organizations based on criteria that includes: demonstrated financial growth, overcoming significant business challenges, and team leadership and superior management. Other factors also include a CFO's contributions to the community and charitable giving.

After serving as the CFO of Tocci from 2001 to 2003, LaRosa returned in 2012 as the chief business performance officer (CBPO) and CFO. As a member and past vice president and membership committee chair of the Massachusetts Chapter of the Construction Financial Managers Association (CFMA), LaRosa is recognized for his long-term leadership in business. Over the past 18 months at Tocci, LaRosa has transformed operations by developing performance dashboards and rigorous metrics, in addition to temporarily assuming leadership of business development and sales.

The ease with which LaRosa stepped into leadership in 2012 demonstrated to the team his natural dedication to Tocci and his ability as CFO. "Bud's influence extends to every department through his competence, personality and passion," said Lila Tocci, director of community and non-profit relations at Tocci. "He leads by instruction and example. Staff seek him out because, even when he is pressed by many deadlines, he makes himself available as an active listener and gifted coach."

LaRosa's recent business development contributions have been invaluable to Tocci. "I saw a great amount of growth opportunity for Tocci when I arrived in 2012," LaRosa said. "By creating a strategic development plan, we were able to ensure an increase in both individual team member and overall performance that continues to climb toward pre-recession levels." Under his leadership, Tocci Building Companies has increased profitability on consulting work by 30%, has increased consulting revenue by 20%, and has initiated realistic action plans that have increased qualified prospects and proposal opportunities by 40%.

Outside of his responsibilities as CFO, LaRosa's involvement in both the Tocci and Metro-Boston communities mark him as a standout nominee for the CFO of the Year award. Within the company, LaRosa fostered community action by overseeing furnishing and clothing drives for organizations such as A Mission of Deeds, a non-profit in Reading, Mass., and the Multiple Sclerosis Association of America. Additionally, he promoted local community involvement by having Tocci host monthly meetings for both the Woburn Library Foundation and the Young Professionals Group at North

Suburban Chamber of Commerce.

The winners of the CFO of the Year Award will be announced at a reception hosted by the Boston Business Journal on July 31st, 2013 at the Sheraton Boston Back Bay.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540