ATLANTA PEOPLE AND PLACES

CHOOSEATL

#ATLANTAISNOW

FROM SEATTLE TO SHANGHAI, MEN, WOMEN AND BUSINESSES HAVE FIGURED IT OUT:

ATLANTA ISN'T UP AND COMING - IT'S HERE, IT'S NOW AND IT'S NEXT.

A REGION OF VISIONARIES WHO DO WHAT OTHERS NEVER IMAGINED.

INVENTING. CONNECTING. INSPIRING. THRIVING.

WE NURTURE AND WELCOME THE BRIGHTEST TALENT -

LEADERS WHO DISRUPT THE STATUS QUO AND CRUSADE TO CHANGE THE WORLD.

WE ARE DREAMERS WHO GALVANIZED THE CIVIL RIGHTS MOVEMENT.

CREATIVES WHO ARE REDEFINING DIGITAL ENTERTAINMENT AND

INNOVATORS WHO ARE PAVING AN INCLUSIVE WAY TO URBAN DEVELOPMENT.

IN ATLANTA, WE SHARE ONE AMBITION:

TO NEVER STOP RISING.

AGENDA - DAY 1

MORNING

8:00 AM // WELCOME TO ATLANTA

Savannah College of Art and Design - Atlanta

- Breakfast & Itinerary
- ► Loretta Project Update & Atlanta Overview
- University System Panel
- Meeting with Governor Deal and Mayor Lance Bottoms

10:05 AM // STARTUPS, TECH TALENT & INNOVATION CENTERS

10:50 AM // TOUR OF MIDTOWN

11:50 AM // EXPERIENCE ART AT THE GOAT FARM

AFTERNOON

12:30 PM // LUNCH AT JCT. KITCHEN & BAR

- ► Up Close with NCR
- Atlanta Neighborhoods

2:00 PM // TOUR OF DOWNTOWN SOUTH

3:20 PM // TOUR OF OLD 4TH WARD

4:30 PM // PONCE CITY MARKET

- ► Up Close with Cardlytics
- ► Ponce City Market Experience

5:30 PM // ATLANTA BELTLINE

6:00 PM // DINNER WITH TECH INDUSTRY
AT TWO URBAN LICKS

8:00 PM // ADJOURN DAY 1

7:15 AM // LUGGAGE CALL

7:30 AM // BREAKFAST AT EMPIRE STATE SOUTH

- ► K-12 Leaders and Students
- ► Taxes & Incentives at The Peachtree Club

9:05 AM // TOUR OF QUARRY YARDS

10:15 AM // A VISIT WITH PORSCHE USA

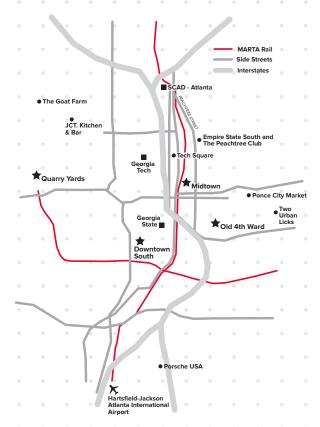
- Up Close with Coca-Cola
- ChooseATL & THEA Conversation

11:10 AM // ACADEMY CONCEPT-

11:40 AM // LUNCH & ASK ATLANTA PANEL

12:40 PM // CLOSING

1:00 PM // ADJOURN DAY 2





ATLANTA OVERVIEW



HALA MODDELMOG
President and CEO
Metro Atlanta Chamber

Hala Moddelmog is a business and civic leader with more than 20 years in president and CEO roles. She is the former president of Arby's Restaurant Group, former president and CEO of Susan G. Komen for the Cure, and formerly the first woman to lead an international restaurant company as president of Church's Chicken. Hala currently serves as the first female president and CEO of the Metro Atlanta Chamber where she works on behalf of FORTUNE 500 companies, startups and other leaders in the country's ninth largest metro region. Hala serves as a corporate director for two NYSE companies – FLEETCOR Technologies and Lamb Weston.



LARRY GELLERSTEDT
Chairman of the Board and Chief Executive Officer
Cousins Properties

Larry's roles in service to the Atlanta community include Chairman, Atlanta Committee for Progress, Georgia Research Alliance, and Jesse Parker Williams Foundation; and Trustee, Robert W. Woodruff Foundation. With 40 years of experience leading global real estate and construction firms, Larry is serving as real estate advisor to our project team.

UNIVERSITY LEADERSHIP



DR. MARK BECKERPresident **Georgia State University**

DR. VALERIE MONTGOMERY RICE
President and Dean
Morehouse School of Medicine





JERE W. MOREHEAD President University of Georgia

DR. BUD PETERSON

President

Georgia Institute of Technology





GREG KING (moderator)

Associate Vice President for Economic Development, Georgia Institute of Technology; Assistance Vice Chancellor for Economic Development and Industry Engagement, Board of Regents of the University System of Georgia

Greg works with companies to create successful research and innovation partnerships with Georgia Tech. He represents the University System of Georgia to find alignment across the talent and technology needs of companies considering investment in Georgia.

GOVERNMENT AT WORK



NATHAN DEAL Governor State of Georgia



KEISHA LANCE BOTTOMS Mayor City of Atlanta



PAT WILSON
Commissioner
Georgia Department of Economic Development



DR. ELOISA KLEMENTICH
President and CEO
Invest Atlanta

TECHNOLOGY & ENTREPRENEURSHIP



JENNIFER BONNETT
Director and General Manager
Advanced Technology Development Center (ATDC)

Jen is a technology entrepreneur who leads the Advanced Technology Development Center (ATDC) at Georgia Tech. Founded in 1980, ATDC has been named by Forbes to its list of "incubators changing the world." She is also Chief Chick and Founder of Startup Chicks.



KOLBY HANLEYWinner, Georgia Tech InVenture Prize Competition **Ultraview**



DR. PAUL JUDGEChief Executive Officer and Founder, **Luma**Executive Chairman and Co-Founder, **Pindrop**Co-Founder, **Tech Square Labs**

Dr. Paul Judge is an inventor, serial entrepreneur and angel investor. He is CEO and Founder of Luma, Executive Chairman of Pindrop which he co-founded in 2011, and co-founder of Tech Square Labs. He is a recognized authority on information security.

ARTS & CREATIVE CULTURE



ANTHONY HARPER
Co-Founder and Co-Owner
Goat Farm

Anthony Harper is a real estate developer. He is also the co-founder/co-owner of the Goat Farm Arts Center in Atlanta. The Goat Farm is a Transdisciplinary Industrial Complex in West Midtown Atlanta that has successfully re-positioned an unproductive 12-acre 19th century factory into one of Atlanta's largest centers for contemporary thought, art & performance. Harper is also the co-founder of Welcomemat Services, a marketing strategies & technology company with over 40 national franchises.



DOUG SHIPMAN
President and CEO
Woodruff Arts Center

Doug leads one of Atlanta's most cherished institutions, The Woodruff Arts Center, which is home to the Alliance Theatre, The Atlanta Symphony Orchestra, and the High Museum of Art. The Woodruff Arts Center is the largest arts educator in Georgia, with 200,000 students annually.

NEIGHBORHOODS



RICHARD DUGAS, JR.Former President and Executive Chairman **PulteGroup, Inc.**

Richard is the retired President and CEO of Pulte Group. Richard serves as Chairman of Westside Future Fund, a not-for-profit organization that is transforming Atlanta's westside neighborhoods Vine City, English Avenue, Ashview Heights, and the Atlanta University Center.



FRANK FERNANDEZ
Vice President of Community Development
The Arthur M. Blank Family Foundation

Frank's role with the Arthur M. Blank Foundation is to lead and implement the \$15 million Westside Neighborhood Prosperity Fund, a program designed to contribute to the transformational revitalization and redevelopment of Vine City, English Avenue, Castleberry Hill and other adjacent neighborhoods. Frank launched and manages Westside Works, a workforce development center focused on connecting Westside neighborhood residents to living wage job opportunities.

EMPLOYERS



TONY BURDETT
University Relations Leader
NCR

Tony is responsible for identifying and securing high-level talent in technology and analytics. He currently directs the growth of early career pipeline programs for NCR both domestically and internationally.



AMY EVANS
Global Executive Recruitment and
University Relations Leader
NCR

Amy is a results-driven talent acquisition and talent management professional with over twenty years of experience leading high performance recruiting, resource management and human resources teams in IT consulting and technology oriented companies. She joined NCR in 2014 and works with the leaders of NCR to identify, interview and hire future NCR executive leaders.



LYNNE LAUBE
Chief Operating Officer, President and Co-Founder
Cardlytics

Lynne founded one of the country's fastest growing companies and solved a challenge for financial institutions and marketers. She has a passion around helping women excel in the corporate workplace and launched "Women of Cardlytics." She was a 2012 and 2013 finalist for Ernst & Young Entrepreneur of the Year Award and was recently declared one of the top 10 venture-backed female founders by Inc.



STACEY VALY PANAYIOTOU
Senior Vice President of Global Talent & Development
The Coca-Cola Company

Stacey leads a global Center of Expertise and partners with operating leadership to set the enterprise talent and development strategy for The Coca-Cola Company's 100,000+ employees. She's currently innovating in areas of leadership assessment and succession management, performance management, and corporate university strategy and deployment.



RAGHU RAJAH
Vice President, Digital Banking and Engineering
& Product Management
NCR

Raghu joined NCR in 2017 to oversee the engineering and product management of its digital banking unit. Prior to that, he has served as Chief Executive Officer of CrossCues Corporation, Chief Technology Officer for PrimeRevenue and has been building enterprisegrade software and services for over 20 years. In 2011, Rajah founded a social media startup called KissRocket that provided cutting-edge production platform to entertainment giants.

EMPLOYERS



KIRK SOMERS
Chief Legal and Privacy Officer
Cardlytics

Kirk oversees legal, compliance, privacy, and information security for Cardlytics, one of the fastest growing companies that solved a challenge for financial institutions and marketers. Previously, he served as General Counsel and Chief Administrative Officer of Think Geek.



BILL VANCUREN
Senior Vice President and Chief Information Officer
NCR

A seasoned expert in information technology, Bill is responsible for the full strategic IT portfolio, global networks and processing services for both internal and external customer managed services, as well as all workgroup collaborative and mobile computing. He also oversees information security and compliancy as well as NCR's SaaS datacenter strategy and operations.

ATLANTA BELTLINE



RYAN GRAVEL Founding Principal Sixpitch

Ryan is an urban planner, designer, and author. His master's thesis in 1999 was the original vision for the Atlanta BeltLine, a 22-mile transit greenway circling downtown and connecting many neighborhoods that has been named among the most important urban redevelopment projects in the nation.



JERALD MITCHELL
Director of Economic Development
Atlanta BeltLine

Jerald plays a critical role in development and advancing the economic development strategy in partnership with Invest Atlanta to support the implementation of the Atlanta BeltLine's mission.



TOPE AWOTONAFounder and Chief Executive Officer **Calendly**

Calendly is a cloud-based service that helps organizations schedule meetings and serves over 840,000 users globally. Tope previously grew strategic accounts and territories for software companies including IBM, Perceptive Software, ImageRight/Vertafore, and EMC.



DAVID CUMMINGSFounder

Atlanta Tech Village

David is the founder of Atlanta Tech Village, Pardot, Hannon Hill, Rigor, and SalesLoft. He has been named by Ernst & Young as Entrepreneur of the Year.



DR. CHARLES ISBELL, JR.
Executive Associate Dean and Professor
School of Interactive Computing,
Georgia Institute of Technology

Dr. Isbell's research is primarily in interactive artificial intelligence and machine learning. He's begun developing adaptive programming languages to bring machine learning tools to non-experts.



DR. ERIKA JAMES
Dean
Goizueta Business School, Emory University

Erika was named the school's first African-American female dean, placing her a first among top business school programs. Her research specialties are in organizational psychology and executive leadership. She has served as a consultant to several Fortune 500 companies. She leads a full-time MBA program at a top-25 business school, which is ranked No. 1 by Bloomberg BusinessWeek for job placement.



GREG KING

Associate Vice President for Economic Development,

Georgia Institute of Technology; Assistance Vice
Chancellor for Economic Development and Industry
Engagement, Board of Regents of the University System
of Georgia

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DARYL LU
Head of Sales and Marketing
Burner Rocket

Daryl is an entrepreneur and current Head of Sales and Marketing at SalesWise and Burner Rocket, a SalesWise company. He specializes in strategy development and execution, with roles in growth and product.



JAMSHED PATEL

Vice President and Site Leader

Honeywell

With 20 years of entrepreneurial leadership, Jamshed serves as Vice President and site leader of Honeywell's Atlanta Software Center. Previously, Jamshed grew and ran a \$250 million LoB at Oracle and co-founded a venture-funded technology startup.



KYLE PORTER
Chief Executive Officer
SalesLoft

Kyle is the CEO of SalesLoft, a company transforming companies into modern sales organizations through a sales engagement platform. He's the current president of the American Association of Inside Sales Professionals and is the co-founder of B2B camp.



ASIF RAMJI
President and Chief Executive Officer
Paymetric

Under Asif's leadership, Paymetric has become the global enterprise leader for cloud-based secure integrated payments and has experienced consecutive quarters of double-digit growth. Paymetric's SaaS solutions are used by many Fortune 500 companies. Asif gives back to the Atlanta community as a Board of Trustees member of the Atlanta Ballet, the Metro Atlanta Chamber of Commerce, Children's Healthcare of Atlanta ELC and the Atlanta Fintech Taskforce. He received the 2013 Executive of the Year Award from Info Security Group and was awarded the 2017 Entrepreneur of the Year by Ernst & Young.



ERICA STANLEYSoftware Engineering Manager **SalesLoft**

Erica is an entrepreneur, technologist and community organizer with over 17 years of experience. She has worked with Fortune 500 companies, including Boeing, FOX Interactive Media, Turner Broadcasting, and Oracle, as well as successful startups. She founded the Atlanta network of Women Who Code and leads new developer workshops and organizes monthly tech talks, hack nights and networking events for women technologists.

K-12 EDUCATION



DR. MERIA CARSTARPHEN
Superintendent
Atlanta Public Schools

Meria brings to Atlanta an impressive record in transformative educational leadership that has led to significant student performance gains. She leads the district's 50,000 students, 6,300 employees and 98 learning sites and oversees the system's \$1 billion annual budget. Dr. Carstarphen has nearly 20 years of education and experience in diverse, major metropolitan public school districts, including Austin, Texas; Saint Paul, Minnesota; and Washington D.C.



KEVIN GLASS
Headmaster
Atlanta International School

Committed to creating globally-minded students poised to shape the 21st century, Kevin's work is in international education. His career in education includes leadership and teaching positions in South and West Africa, Central and North America, and Central Asia. Prior to joining Atlanta International School, Kevin served as Director of Tashkent International School in Uzbekistan for five years.



KEN ZEFFExecutive Director **Learn4Life**

Ken leads the nonprofit that harnesses the collective impact of metro area business, nonprofit, and philanthropy partners to support public schools and education goals throughout the region. Ken served previously as Superintendent and Chief Strategy and Innovation Officer of Fulton County Schools.

TAXES & INCENTIVES



PAT WILSON
Commissioner
Georgia Department of
Economic Development







ANDREW CAPEZZUTO
General Counsel
Georgia Department of
Economic Development

DR. ELOISA KLEMENTICH
President and CEO
Invest Atlanta





LYNNE RILEY
Commissioner
Georgia Department of Revenue

FRANK O'CONNELL
Director, Tax Law & Policy
Georgia Department of Revenue





KEVIN JOHNSONSenior Vice President of Economic Development
Invest Atlanta

AMAZON ACADEMY OF GEORGIA



TOM CROTEAU

Deputy Commissioner,
Global Commerce
Georgia Department of Economic Development



LAURA GAMMAGE
Deputy Commissioner of Economic Development
Technical College System of Georgia

Laura served in the TCSG System Office from 1997-2015 in various capacities, including as Budget Director, Assistant Commissioner for Administrative Services and Assistant Commissioner for External Affairs. She returns to TCSG from West Georgia Technical College, where she served as Executive Vice President for Economic Development and Campus Relations.



GREG KING

Associate Vice President for Economic Development,

Georgia Institute of Technology; Assistance Vice
Chancellor for Economic Development and Industry
Engagement, Board of Regents of the University System
of Georgia

Greg works with companies to create successful research and innovation partnerships with Georgia Tech. He represents the University System of Georgia to find alignment across the talent and technology needs of companies considering investment in Georgia.

AMAZON ACADEMY OF GEORGIA



SEAN McMILLANDirector of Economic Development **University of Georgia**

Sean works to expand the University of Georgia's commitment to economic development, including technology-based economic development, and the talent pipeline for the University's graduates and researchers to companies.



DR. ART RECESSO

Chief Innovation Officer for USG eCampus

Board of Regents of the University System of Georgia

Art works to expand and promote high demand career iniatives throughout Georgia. Previously, he was a Research Scientist in the Georgia Research Alliance Learning and Performance Support Laboratory at the University of Georgia. He co-founded two technology startups based on his research at UGA and has been the PI and Co-PI for roughly \$20 million in federal and state funded grants and contracts.

ASK ATLANTA PANEL



ALEX ORR
Producer
FX Networks

Alex is the unit production manager and producer for Atlanta, the television series that won two Emmys and a Golden Globe Award. He's also known for his work with Easy and Blue Ruin.



KEITH PARKER
President and Chief Executive Officer
Goodwill of North America

Keith leads Goodwill of North America after a transition as CEO and General Manager of MARTA. Aside from collection and sales of clothing and furniture, Keith drives the workforce development aspect of the organization through its 13 career centers throughout the region. During his tenure with MARTA, he is credited for altering the state of transit in Atlanta.



AMANDA RHEIN
Senior Director of Transit Oriented Development and Real Estate
MARTA

Amanda oversees the Office of Transit Oriented
Development and Real Estate to create transit oriented
communities that connect people to opportunities, drive
sustainable community development, and promote
regional prosperity.



ERIKA SHIELDS
Chief of Police
Atlanta Police Department

Erika is the Chief of the City of Atlanta Police Department, advocating for 21st century policing to reduce crime and strengthen trust and collaboration in communities. She is committed to developing a culture of technology, innovation, excellence, and transparency throughout the organization.

ASK ATLANTA PANEL



STEPHANIE STUCKEY BENFIELD
Chief Reslience Officer
City of Atlanta

Stephanie's role with the City of Atlanta is to connect the dots on items including transportation, infrastructure, food resiliency and economic opportunity. Stephanie is a long time environmental advocate and former state representative from DeKalb County, most recently serving as the executive director of GreenLaw, an environmentally-oriented law firm.



LEE THOMAS
Deputy Commissioner, Film
Georgia Department of Economic Development

Lee leads efforts for the state in the film, music, and digital entertainment industries and has worked on films including The Hunger Games: Catching Fire, The Blind Side, Midnight in the Garden of Good and Evil, Footloose, Fast 5, The Conspirator, and Zombieland. She and her team are integral components to the booming industry in Atlanta.



BRIAN TOLLESON
Interim Chief Executive Officer
Center for Civil and Human Rights

Brian is the interim CEO for the Center for Civil and Human Rights. He is an LGBTQ activist and entrepreneur, also serving as a partner for Lexicon Strategies and CEO at BARK BARK. He was recently asked to step into the interim CEO role as the organization searches for a new leader. During his time as a volunteer board member at the Center, he founded the LGBT Institute and Archive to help

REAL ESTATE CAPTAINS



JOEL BOWMAN
President
Emerald Corridor Foundation

The Emerald Corridor Foundation is a nonprofit group whose mission through planning and education is to achieve meaningful clean water, increase greenspace, and facilitate environmentally sustainable development in Northwest Atlanta. Joel's expertise includes neighborhood and community planning, office and retail site planning, site design, land use consultation, corporate and residential amenity area development.



KEVIN GREEN
President and Chief Executive Officer
Midtown Alliance

Kevin works to advance livability and economic opportunity in the Midtown area. The Alliance utilizes a comprehensive approach to planning and development to enhance public safety, improve the physical environment, and strengthen the urban amenities. He currently serves on the Leadership Atlanta Board of Trustees; the Board of the Atlanta Convention & Visitors Bureau, The Emory University Board of Visitors and is a member of the Rotary Club of Atlanta.

REAL ESTATE CAPTAINS



JIM IRWIN
President
New City, LLC

Jim leads New City, an Atlanta-based real estate development firm that focuses on unique, non-commodity projects that includes an interesting mix of uses, walkability, and latest innovations in technology and sustainability. Jim has worked on projects like Ponce City Market and 725 Ponce.



AJ ROBINSON
President
Central Atlanta Progress, Atlanta Downtown
Improvement District

AJ is president of one of the most effective advocacy organizations in Atlanta. He previously served as President of Portman Holdings, where he managed opportunities in Atlanta, Charlotte, Shanghai, and Warsaw. He serves the Atlanta community on boards such as AmericasMart, American Israel Chamber of Commerce and Industry, Atlanta Neighborhood Development Partnership, Atlanta Convention and Visitors Bureau, Rotary Club, and on a variety of other business and civic organizations.

ADDITIONAL GUESTS



KATE ATWOOD
Executive Director
ChooseATL

Kate is an entrepreneur and community leader who has built a career on driving social impact initiatives in the nonprofit and for-profit sectors. At 23, she founded Kate's Club, a nationally-acclaimed not-for-profit that provides support to children and teens facing life after the death of a parent or sibling. Kate has been frequently featured in media, including People Magazine, Marie-Claire Magazine, Huffington Post, the Today Show and The View. Recently, she was named to GOOD Magazine's global "GOOD 100" list for her commitment to helping others.



BERT BRANTLEY
Chief Operating Officer
Georgia Department of Economic Development

Appointed by Governor Deal, Bert manages the daily operations of the agency, budgetary and personnel issues for the department, and is the principal point of contact for external partners. He serves as the Executive Director of the Georgia Allies.

ADDITIONAL GUESTS



JASON HOCH
Head of New Initiatives
HowStuffWorks

Jason Hoch is a digital innovator with over 20 years of senior leadership experience at both major media companies and tech start-ups. He previously worked as SVP, Digital Operations at WWE, and as VP, Product and Mobile for Discovery Communications.



RUSSELL McMURRAY
Commissioner
Georgia Department of Transportation

Commissioner McMurray began his career at GDOT and now leads the \$3 billion, 4000-employee state agency. He currently serves as board member for MARTA, State Road and Tollway Authority (SRTA) and the State Depository Board. He also chairs the American Association of State Highway and Transportation Officials' (AASHTO) Standing Committee on Performance Management.

PROJECT TEAM



MILL GRAVES

Director of Economic Development

Electric Cities of Georgia



BRADLEY HARRIS

Manager of Economic Development

Georgia Electric Membership Corporation



BRITTANY HOLTZCLAW
Director of Life Science and Corporate Solutions
Georgia Department of Economic Development



RANDI MASON
Director of Economic Development
Invest Atlanta

PROJECT TEAM



CHARLIE MOSELEY
Director of Economic Development
Metro Atlanta Chamber



BRENDA ROBBINS
Senior Project Manager of
Economic Development
Georgia Power



GREGG SIMON
Vice President of Economic Development
Metro Atlanta Chamber



CESAR VANCE
Senior Project Manager
of Business Attraction
Invest Atlanta

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