

RCS# 5965  
8/16/04  
3:47 PM

Atlanta City Council

Regular Session

MULTIPLE

04-C-1382 04-C-1383 04-C-1384  
04-C-1385 04-C-1386  
CONFIRM

YEAS: 14  
NAYS: 0  
ABSTENTIONS: 0  
NOT VOTING: 2  
EXCUSED: 0  
ABSENT 0

Y Smith	Y Archibong	Y Moore	Y Mitchell
Y Starnes	Y Fauver	Y Martin	NV Norwood
Y Young	Y Shook	Y Maddox	Y Willis
Y Winslow	Y Muller	Y Sheperd	NV Borders

MULTIPLE



## CITY OF ATLANTA

SHIRLEY FRANKLIN  
MAYOR

55 TRINITY AVENUE, S.W.  
ATLANTA, GEORGIA 30335-0300  
TEL (404) 330-6100

04-C-1385

July 19, 2004

President Pro-Tempore Ceasar Mitchell and  
Members of Atlanta City Council  
City Hall, Suite 2900 South  
68 Mitchell St., S.W.  
Atlanta, Georgia 30303

**RE: Eastside Tax Allocation District (TAD) Neighborhood Advisory Board Appointment**

Dear President Pro-Tempore Mitchell and Members of the Council:

It is a pleasure for me to appoint Natalie Brown to serve as a member of the Eastside TAD Neighborhood Advisory Board in the NPU-M Category for the City of Atlanta. This appointment is for a **term of two (2) years**.

I am confident that Natalie Brown will serve the Eastside TAD Neighborhood Advisory Board with integrity and dedication.

Sincerely,



Shirley Franklin

**CONFIRMED BY**

**AUG 16 2004**

**COUNCIL**

**Natalie D. Brown**

521 Irwin Street  
Atlanta, Georgia 30312  
United States

home: 404.525.2419  
cell: 678.234.3757  
[natalied.brown@firstdata.com](mailto:natalied.brown@firstdata.com)

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Senior Executive with broad-based expertise in P&L/general management, TQM, sales, marketing, business development, products and services, and e-business.

**PROFESSIONAL HISTORY**

FIRST DATA MERCHANT SERVICES, Atlanta GA 2003 – present

**Director, Internet Marketing & Strategic Alliances**

- Design web content for existing and emerging B2C and B2B/B2G market segments
- Develop Internet promotional strategy for fast-growing suite of e-commerce products/services
- As of 1Q on target to achieve 159% of plan in Total Revenue
- Engineer integrated e-business marketing mix (e.g., e-product sales, packaging, pricing and delivery strategies)
- Provide e-marketing support to leverage RSA and Business Development initiatives
- Grow DBG market share and brand equity/loyalty within discreet target audiences
- Leverage acquisition model through segmented marketing across DBG traditional and new media channels
- Monitor competitive environment and best practices to optimize strategic positioning

FIRST DATA MERCHANT SERVICES, Atlanta GA 1999 – 2003

**Director, Internet/e-Commerce Sales & Marketing**

- Grew and managed integrated Internet/e-commerce product set
- Assimilated affiliate product value-adds to realize passive incremental revenue goals
- Established new and existing distribution channels via Reseller and Referral programs
- Spearheaded new business opportunities within and across vertical aggregates
- Defined/executed go-to-market initiatives by leveraging new/existing B2B & B2C distribution channels
- Leveraged affiliate customer base to grow brand visibility and cross-sell opportunity

FIRST DATA MERCHANT SERVICES, Atlanta GA 1998 – 1999

**Manager, Internet Services & Solutions**

- Piloted first Internet sales consulting group to provide web store and payment solutions to regional and mid-market merchants
- Managed dedicated Internet sales team to exceed short and long term P&L objectives (

FIRST DATA MERCHANT SERVICES, Atlanta GA 1998 – 1999

**Manager, Products & Services**

- Managed core and peripheral product development through multi-phased launch process
- Identified/integrated new terminal, e-commerce and advanced product solutions to compliment existing product set
- Branded & distributed product collateral to Sales contingent
- Developed training manuals and curricula for Regional Sales, Corporate Sales and Relationship Management groups

FIRST DATA MERCHANT SERVICES, Atlanta GA 1996 – 1998

**Manager, Regional Sales**

- Recruited, interviewed, and trained a sales team of 15 to achieve 200% of PTP revenue objectives
- Developed integrated sales and marketing strategies to facilitate new market penetration
- Administered issues related to pricing management, risk feasibility, profitability and customized setup protocol

## Natalie D. Brown

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- Procured large client relationships through new business development, proposal development, contract negotiation and product configuration

### AMERICAN BUSINESS SYSTEMS, Atlanta GA

1993 – 1996

#### **Senior Sales & Marketing Consultant**

- Built and implemented sales acquisition strategy to penetrate new and evolving vertical marketplaces
- Integrated comprehensive practice management and electronic payment solutions for healthcare clients
- Developed value-added solutions to increase client Accounts Receivable via electronic claims reimbursement
- Documented and implemented formal training curricula to orient new clients to billing and practice management solutions

### **EDUCATION**

- UNIVERSITY OF PHOENIX, Phoenix, AZ  
**MBA Candidate** – Global Management (1Q 2005)
- SOUTHERN POLYTECHNIC STATE UNIVERSITY, Atlanta GA  
**Certification** – Web Design
- UNIVERSITY OF COLORADO SCHOOL OF LAW, Boulder, CO  
**J.D. Candidate** – Corporate Law
- EMORY UNIVERSITY, Atlanta GA  
**B.A.** – Humanities

### **SKILLS**

#### ADEPT STRATEGIST

- Strategic growth and acquisition planning based on quarterly and annual financial forecasting
- Functional proficiency in integrated marketing, pricing/packaging, and vertical positioning
- Strong analytical, presentation, and critical thinking skills

#### GROWTH CATALYST

- High Volume Sales and Management Expertise
- Understanding of ROI, pricing and profitability models as performance drivers
- Experienced in negotiating alliances, partnerships, and bi-lateral vendor contracts
- Functional proficiency in the operational infrastructure supporting FDMS transaction processing

#### LANGUAGES

- French - Secondary and Collegiate study; written and spoken (7 years)

(Do Not ~~Write Above This Line~~)

A COMMUNICATION BY MAYOR SHIRLEY FRANKLIN  
A COMMUNICATION APPOINTING NATALIE BROWN AS A MEMBER OF THE EASTSIDE TAD NEIGHBORHOOD ADVISORY BOARD IN THE NPU-M CATEGORY FOR A TERM OF TWO (2) YEARS. EFFECTIVE UPON COUNCIL CONFIRMATION.

CONFIRMED BY  
AUG 16 2004  
COUNCIL.

- CONSENT REFER
- REGULAR REPORT REFER
- ADVERTISE & REFER
- 1st ADOPT 2nd READ & REFER
- PERSONAL PAPER REFER

Date Referred 7/19/04  
 Referred To: CD/HR, Common Council  
 Date Referred  
 Referred To:

Committee \_\_\_\_\_  
 Date \_\_\_\_\_  
 Chair \_\_\_\_\_  
 Referred To \_\_\_\_\_

First Reading

Committee CD/HR  
 Date 7/19/04  
 Chair [Signature]  
 Action [Signature]  
 Fav, Adv, Hold (see rev. side)  
 Other \_\_\_\_\_  
 Members [Signature]  
 Refer To [Signature]

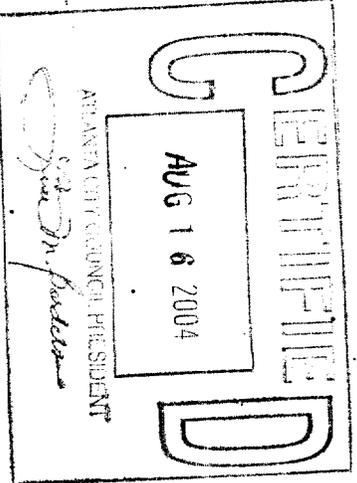
Committee \_\_\_\_\_  
 Date \_\_\_\_\_  
 Chair \_\_\_\_\_  
 Action \_\_\_\_\_  
 Fav, Adv, Hold (see rev. side)  
 Other \_\_\_\_\_  
 Members \_\_\_\_\_  
 Refer To \_\_\_\_\_

Committee CD/HR  
 Date 7/19/04  
 Chair [Signature]  
 Action [Signature]  
 Fav, Adv, Hold (see rev. side)  
 Other \_\_\_\_\_  
 Members [Signature]  
 Refer To [Signature]

Committee \_\_\_\_\_  
 Date \_\_\_\_\_  
 Chair \_\_\_\_\_  
 Action \_\_\_\_\_  
 Fav, Adv, Hold (see rev. side)  
 Other \_\_\_\_\_  
 Members \_\_\_\_\_  
 Refer To \_\_\_\_\_

FINAL COUNCIL ACTION  
 2nd     1st & 2nd     3rd  
 Consent     V Vote     RC Vote

CERTIFIED



MAYOR'S ACTION