



Bag

ATLANTA CITY COUNCIL

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November 30, 2004

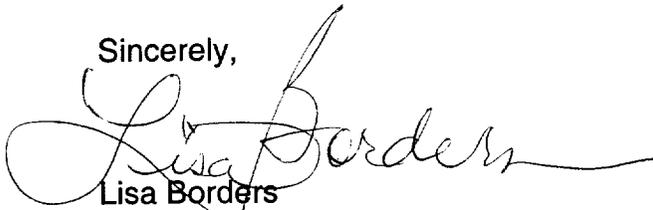
The Honorable Howard Shook
Council District 7
City of Atlanta
55 Trinity Avenue, SW
Atlanta, GA 30302

Dear Mr. Shook:

Please accept Mr. Ron Frieson as my appointment to the Telecommunications Policy and Advisory Committee (TELEPAC). Mr. Frieson resides at 185 Milano Drive, Atlanta, GA 30331 and his phone number is 404-696-4429.

As an executive with BellSouth Corporation over the last 20 years, Mr. Frieson has extensive experience in the telecommunications business. His credentials are attached for your review. I believe he will serve as a valuable asset to TELEPAC.

Sincerely,



Lisa Borders
President
Atlanta City Council

cc: Rhonda Johnson, Municipal Clerk
Ron Frieson

Ron Frieson

Overview Corporate Officer with over 20 years of experience managing businesses for increased profitability and efficiency in competitive categories: publishing and telecommunications. Functional experience includes: Business Operations (headquarter and field) with revenue to \$1.3 billion and 1200 employees, International Business Development in South America, Internet strategy/e-commerce, Marketing and Information Technology.

Experience BellSouth Corporation

November 2002 - Present

Vice President Strategy and Systems Planning

In this role, I lead the Consumer division's transformation initiative, focusing on customer interfaces, sales transformation and implementing BellSouth's Consumer's bundling strategy. This entails replacing the core systems infrastructure supporting customer service and product delivery. It also requires cultural change of our sales process to address the changing market dynamics.

January 2001 – November 2002

Chief Diversity Officer

Being the first in BellSouth's history to hold this role, I created the Office of Diversity. The charge entailed the creation and implementation of the corporate diversity strategy in human resources, including recruitment, retention, measurement and training. I also ensured that diversity was a key part of marketing, advertising, purchasing, and philanthropy. During this period BellSouth was recognized by Fortune as one of the top 10 employers for women and minorities and ranked number one by the NAACP in it's annual telecommunications survey.

May 1999 – December 2000

Vice President and General Manager Consumer Services

I managed business operations including inbound and outbound telesales, customer service and repair centers in Kentucky and Tennessee delivering service to 6.9 million access lines. I was responsible for \$1.3 billion in revenue and 1,200 people. During my tenure I:

- Relocated call center operations from rural to major markets within the region to lower recruiting costs and aid retention.
- Negotiated a cash incentive plan with the Communications Workers of America that enabled implementation of the first sales incentive program for customer care workers in the BellSouth region. The pilot program is

designed to achieve incremental sales of 10%.

- Designed and implemented an enhanced consumer sales program to accurately credit score customers prior to service connection. Program reduced bad debt by 10% in a 12-month period.
- Increased employee satisfaction ratings by 15.9% in a 12-month period.

January 1998 – April 1999

Vice President, Advertising and Publishing Group

BellSouth Advertising & Publishing was the largest Yellow Pages publisher in the world with \$1.7 billion in revenue and 530 directory titles. Market position shifted due to consolidation in the telecommunications industry. As Vice President, I led Strategic Planning and Business Development. In a mature category, I positioned Bellsouth Advertising and Publishing for future growth via international investments in developing markets and the internet:

- Developed and gained Executive approval for the business case supporting growth through international investment in South America.
- Led due diligence efforts for International Yellow Pages investments to increase revenue by \$100 million in 5 years: acquired 40% interest of a \$107 million operation in Sao Paulo, Brazil, launched a new business valued at \$35 million in Lima, Peru and purchased 100% of a \$70 million operation also headquartered in Brazil.
- Introduced a value-added strategy for on-line Yellow Pages designed to enhance the service offering to customers (advertisers) as well as meet the evolving needs of consumers: launched full service on-line packages for business advertisers which consisted of Yellow Pages ad-space and remnant banner ads from Flycast (an internet advertising service), expanded the website functionally to meet consumer needs by adding White Page listings, and worked with an industry consortium to introduce a national on-line listings service called "At Hand". Strategy resulted in a 250% increase in monthly page views in 18 months.

1995-1997

BellSouth Advertising & Publishing Atlanta, GA

Chief Information Officer

Managed an organization of 1100 people with a budget of \$70 million, publishing over 530 directories annually. During my tenure I streamlined processes and introduced systems that had a positive impact on profits as well as customer service. Operational improvements resulted in BellSouth Advertising and Publishing receiving best in class performance ratings by the Yellow Pages Publishers Association:

- Re-engineered the production workflow, eliminating 13 non-value add processes which resulted in a 55% improvement in the time to proof for customers. Time from customer signature to proof release reduced from 20 days to 9 days.
- Achieved \$6 million in recurring annual savings from improved production operations.
- Operational improvements achieved "best in class" performance ratings among all Yellow Pages publishers. Bellsouth Advertising and Publishing ranked #1 in the following operations driven categories: revenue per employee, expense per employee and technology cost per seat.

- Managed requirements design, vendor selection and implementation for a \$30 million company-wide system upgrade for Y2K.

1985–1995

During my early tenure with BellSouth, I held a number of functional and operational positions including:

Director, Product Marketing & Management

Director, System Design

Director, Ad Design Services

Executive Assistant to Group President

1982 -1985 AmSouth Bank Birmingham, AL

Loan Review Officer

Responsible for leading regional loan portfolio analysis of affiliated institutions. Prior experience as a retail banking officer and Savings and Loan examiner.

BellSouth's President's Club 1992, 1994

Recognition

100 Black Men's President's Achievement Award 1996

Ember Award Winner 2003

Education

1996 Emory University Atlanta, GA

Executive Development Consortium

1993 Georgia State University Atlanta, GA

MBA Information Systems

1981 University of Tennessee Knoxville, TN

BS Finance (participated in 5 semester co-operative education program)

1975 Phillips Andover Academy Andover, Mass.

Completion of special studies

Organizations

Atlanta Urban League: Board Member, Secretary

100 Black Men of DeKalb County: Board Member; Fundraising Committee; Publicity Chair

Hands on Atlanta: Board Member

National Association of Black Telecommunications Professionals: Advisory Board Chairman

American Kidney Fund: Southern Regional Council Member

Biography
Ronald E. Frieson

Ronald Frieson is VP – Strategy and Systems Planning for BellSouth Consumer Services. In this role, Frieson leads the customer interface strategy and the development of the IT infrastructure to support the various customer channels.

In 1997, Frieson was named Group VP and led BellSouth’s expansion of publishing in Latin America. Frieson joined Consumer Services in 1999 as VP - Kentucky and Tennessee and was appointed in 2000 to the position of VP - New Product Implementation. In 2001, Frieson was named as BellSouth’s first Chief Diversity Officer. Prior to BellSouth, Ron worked in the banking industry.

Frieson currently serves as a board member for the 100 Black Men of Dekalb, the Atlanta Urban League, Hands on Atlanta and the Southeast Regional Council of the American Kidney Fund. He is an advisory board member for the National Association of Black Telecommunications Professionals and Great Schools Atlanta. Frieson is an alumnus of Leadership Atlanta, Class of 2002.

Frieson holds a BS in finance from the University of Tennessee and a MBA in Information Systems from Georgia State University. Ron is married to Belinda Stubblefield.

(Do Not Write Above This Line)

A COMMUNICATION BY
COUNCIL PRESIDENT LISA M.
BORDERS:

APPOINTING MR. RON FRIESON
TO THE TELECOMMUNICATIONS
POLICY AND ADVISORY
COMMITTEE (TELEPAC).

Filed w/o
objection
12/6/04

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

Date Referred
Referred To:
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First Reading

Committee _____
Date _____
Chair _____
Referred To _____

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)
Other

Members

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)
Other

Members

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)
Other

Members

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Committee

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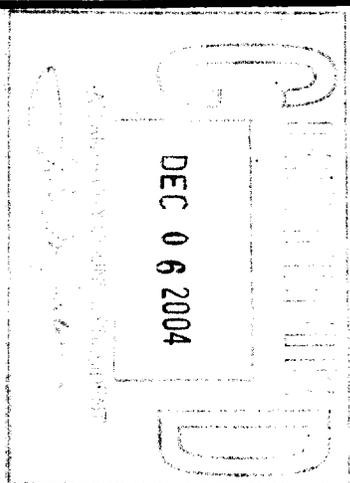
Fav, Adv, Hold (see rev. side)
Other

Members

Refer To

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

CERTIFIED



MAYOR'S ACTION