

12-C-0377

A COMMUNICATION BY MAYOR KASIM REED: APPOINTING HANS UTZ TO SERVE AS A MEMBER OF THE OTHER POST EMPLOYMENT BENEFITS (OPEB) TASK FORCE. (HEALTH CARE TASK FORCE)

FILED  
Filed w/o objection by full Council  
3/19/12

- CONSENT REFER
  - REGULAR REPORT REFER
  - ADVERTISE & REFER
  - 1<sup>ST</sup> ADOPT 2<sup>ND</sup> READ & REFER
  - PERSONAL PAPER REFER
- Date Referred: \_\_\_\_\_  
 Referred To: \_\_\_\_\_  
 Date Referred: \_\_\_\_\_  
 Referred To: \_\_\_\_\_  
 Date Referred: \_\_\_\_\_  
 Referred To: \_\_\_\_\_

First Reading

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

Committee *COE*

Date *4/16/12*

Chair *Kasim*

Action

Fav, Adv, Hold (see rev. side)

Other

Members

*Refer to Mayor's Report  
by Hans A. Utz  
3/19/12*

Refer To

Committee

Date

Chair

Action

Fav, Adv, Hold (see rev. side)

Other

Members

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

FINAL COUNCIL ACTION  
 2<sup>nd</sup>  1<sup>st</sup> & 2<sup>nd</sup>  3<sup>rd</sup>  
 Readings  
 Consent  V Vote  RC Vote

**CERTIFIED**  
 APR 16 2012  
 ATLANTA CITY COUNCIL PRESIDENT  
*[Signature]*

**CERTIFIED**  
 APR 16 2012  
*Rachel Dunlap Johnson*  
 MUNICIPAL CLERK

MAYOR'S ACTION

RCS# 1865  
4/16/12  
3:21 PM

Atlanta City Council

12-C-0377

MAYOR REED APPOINTING MR. HAN UTZ TO  
OPEB HEALTH CARE TASK FORCE  
FILE

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

Y Smith	Y Archibong	Y Moore	Y Bond
Y Hall	Y Wan	Y Martin	Y Watson
Y Young	Y Shook	Y Bottoms	NV Willis
Y Winslow	Y Adrean	Y Sheperd	NV Mitchell

12-C-0377



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## CITY OF ATLANTA

KASIM REED  
MAYOR

55 TRINITY AVENUE, S.W.  
ATLANTA, GEORGIA 30303-0300  
TEL (404) 330-6100

March 5, 2012

Council President Ceasar Mitchell  
and City Councilmembers  
55 Trinity Avenue, SW  
Suite 2900  
Atlanta, Georgia 30303

**Re: Appointment – Hans Utz  
Other Post Employment Benefits (OPEB)**

Dear President Mitchell and Members of the Council:

It is my pleasure to appoint **Hans Utz** to serve on the Other Post Employment Benefits (OPEB) – Health Care Task Force on behalf of the City of Atlanta. Hans Utz is a resident of the City of Atlanta and willing to serve in this capacity. This appointment is for a term of sixty (60) days; per legislation 11-R-1055.

Based on his experience and commitment to the community, I am confident that Hans Utz. will serve the City of Atlanta and the seat within the Other Post Employment Benefits (OPEB) – Health Care Task Force with integrity and dedication. A copy of his qualifications is attached for your review.

Sincerely,



Kasim Reed

**HANS UTZ**  
**690 Sycamore St**  
**Decatur, GA 30030**  
**hansutz@gmail.com**  
**415-994-1627**

**SUMMARY:**

Strategic leader with fifteen years of business, operational, and line management experience, with a proven ability to drive change in challenging operational environments.

**EXPERIENCE:**

**Bain and Company**

Atlanta, GA

**Case Team Leader**

Feb 2008 – Jan 2012

Managed consultant teams to develop results-focused strategies for clients across multiple industries.

Duties include pre-engagement client or industry diligence, workplanning and consultant scope assignments, day-to-day team management during the engagement, primary and supporting analytics, material and analysis presentation, and senior client relationship management. Select engagements include:

- Managed multiple teams on an IT strategy and operations reorganization for a \$50B retailer. Revamped the sourcing organization which oversaw ~\$1B in labor and capital spend, redefined the solution development lifecycle based on industry norms and restructured the organization to align with the approach, and rationalized the outsourcing strategy to define which IT capabilities should be maintained internally versus externally.
- Analyzed the City of Atlanta's operating costs and identified a ~\$1.4B unfunded pension liability that had driven over 90% of the City of Atlanta's growth in real operating costs over the previous ten years. Estimated the go-forward growth in annual pension costs would exceed 13% p.a., becoming the largest single cost item in the City's operating budget within five years and exceeding the City's estimated revenue growth for the foreseeable future. With the analysis, the Mayor was able to build the platform to address the pension issues far earlier and more comprehensively than most municipalities, and consequently has been consistently lauded on the national stage for the City's efforts to tame the costs.
- Performed multiple due diligences for private equity clients across a range of industries. Activities included sizing the target's industry, evaluating historical growth and future prospects within the target lines of business, determining relative market shares, and providing an independent assessment of the acquisition opportunity.

**Office of the Mayor**

Atlanta, GA

**Senior Management Advisor**

Feb 2010-Aug 2010

Supported the new Administration through the first six months of office and shepherded some of the Mayor's priority objectives through implementation. Duties included managing operating departments on an interim basis while recruiting permanent directors, drafting legislation as necessary to support the Mayor's initiatives, and addressing the City Council, the press, and the public at large as necessary to communicate the intent of the Mayor's programs.

- Directed the Code Compliance department, including forty five union and management personnel. Instituted performance metrics and reporting, revamped scheduling and inspection processes, introduced legislation to strengthen the Code and improve Officer safety, and restructured the organization. Reduced the backlog of cases by 60% within six months, reduced Officer overtime, and improved relationships with the Police department and the neighborhood organizations.
- Aided in the development of the \$500M operating budget, including closing a \$50M gap. Helped institute P&L-based budgeting that considered operating revenues when weighing efficiency cuts, streamline the organizational structure, and optimize revenue and fee collection across multiple departments to recoup service costs where both possible and appropriate. Resulted in the passage of the Mayor's first budget, which for the first time linked individual department budgets to expected growth and did not require incremental taxes despite substantial recession-driven revenue declines.

**KPMG LLP****Manager, Risk Advisory Services**

San Francisco, CA

Jan 2007-Feb 2008

Develop and sell consulting services to optimize working capital within global organizations. Focused on ensuring business unit strategies, initiatives and capabilities aligned with enterprise objectives. Consistently managed double or triple the number of projects as my immediate peers.

- Performed a strategy and operations assessment for a \$1.2B telecommunications technology provider with diverse and distributed global operations, a changing regulatory environment, and an unproven business model. Identified key business drivers and risks, performed competitive analyses, and developed near-term strategies to maintain viability until the organization became EBITDA-positive.
- Built and implemented a materials handling strategy for a high-tech manufacturer in the Asia Pacific region. Identified strategic imperatives, quantified the benefit of increased order accuracy, and partnered with the client's operations departments to roll out the changes.

**Utzware Enterprises****Owner**

San Francisco, CA

Jan 2004 to Jan 2007

Developed strategic and technical recommendations for clients. Facilitated and documented strategy development, provided technical product reviews, and built cost/benefit analyses for the launch of disruptive technologies within the clients' industries. Oversaw revenue growth of 400% and a tripling of my client base.

- Built an acquisition strategy for an original equipment manufacturer entering the vending industry. Compiled detailed overview of the industry, including data on the end consumer, equipment customers, and supply chain relationships. Valued potential targets, developed the competitive matrix, forecasted revenues and liabilities, and presented recommendations.
- Institutionalized operational expertise for a client entering a new industry. Built simulation models and detailed cost/benefit analyses of the impact of the client's technical and process solutions on the target industry, identified client's specific product weaknesses and delivered recommendations for mitigation or elimination of issues, and developed launch and support strategies for the products.

**Coca-Cola North America****Cold Drink Technical Manager**

Atlanta, Georgia

May 2001 to Jan 2004

Led technical teams to identify, quantify, and deliver operational solutions to drive profitable growth in Coca-Cola North America's \$1.5B Cold Drink business. Provided leadership, direction, and accountability by partnering with Marketing, Finance, Legal, the franchised Bottling system, and key technology Suppliers to execute projects. Personally drove the functional realignment of the group from equipment engineering to process and operations optimization, which resulted in vocal franchisee support and a doubling of the group's budget.

- Implemented design for manufacturing and assembly (DFMA) and lean design programs with technology suppliers, provided supply chain management subject matter expertise, and educated supplier teams on Coca-Cola system needs and processes.
- Provided direction and expertise on the full-service operations management system under development by Coca-Cola Enterprises. Researched and selected optimization techniques, supported the implementation of the enterprise resource planning (ERP) systems, and designed system-wide deployment strategies that targeted a 70% IRR.
- Led the technical teams in the development of the Coca-Cola North America cashless vending strategy. Established the business case, developed expertise on payment options, identified equipment partners, defined equipment requirements, and contributed to the financial analysis of the strategy.

**Coca-Cola USA****Commercialization Engineer**

Atlanta, Georgia

Jul 1998 to May 2001

Supported development and deployment of technologies for both fountain and vending equipment to increase volume, profitability, and points of availability.

- Managed electronic suppliers through the development of the next-generation vending machine control board. Defined deliverables, ensured suppliers met requirements, wrote testing scripts for all electronic vending devices in the system, and defined the authorization process for electronics.

**United States Army Reserve**  
**33T Tactical Intercept Systems Repair Specialist**

Fort Gillem, Georgia  
1994 to 1997

- Supported all electronic warfare capabilities for the 351<sup>st</sup> Military Intelligence Battalion, including designing and maintaining the unit's local area network.

**EDUCATION:**

Georgia Institute of Technology (2002) Atlanta, Georgia  
Master of Science in Industrial Engineering, completed in 12 months while working full-time  
Concentrations:

Supply Chain, Manufacturing, and Transportation Logistics  
Statistical and Financial Modeling and Simulation

Georgia Institute of Technology (1996-2000) Atlanta, Georgia  
Bachelor of Science in Mechanical Engineering (highest honors)  
GPA (4.0 scale): 3.8, achieved while working full-time during the last two years of the program

**OTHER EXPERIENCE / INTERESTS:**

- Basic capability in Mandarin Chinese, with 6 months living and studying in Beijing, China
- Intermediate capability in Spanish, with 3 months living and studying in Buenos Aires, Argentina
- Extended travel to 6 continents and 40+ countries
- PADI-certified SCUBA instructor with 500+ hours dive time