

12-C-1591

A COMMUNICATION BY COUNCILMEMBER AARON WATSON:

APPOINTING P. RAMSAY BATTING TO SERVE AS A MEMBER OF THE KEEP ATLANTA BEAUTIFUL BOARD. THIS APPOINTMENT IS FOR A TERM OF TWO (YEARS), SCHEDULED TO BEGIN ON THE DATE OF COUNCIL CONFIRMATION.

CONFIRMED BY

DEC 03 2012

COUNCIL

- CONSENT REFER
- REGULAR REPORT REFER
- ADVERTISE & REFER
- 1ST ADOPT 2ND READ & REFER
- PERSONAL PAPER REFER

Date Referred: 11/5/12
Referred To: City Utilities + CC

Date Referred:

Date Referred:

Referred To:

First Reading

Committee _____
 Date _____
 Chair _____
 Referred To _____

City Utilities

Date: Nov 13 2012

Chair: [Signature]

Action: Fav, Adv, Hold (see rev. side)

Other: AS Amended

Members

CCC

Date: 12/3/12

Chair: yadman

Action: Fav, Adv, Hold (see rev. side)

Other: As Amended

Members

[Signatures]

Refer To

Refer To

Committee

Committee

Date

Date

Chair

Chair

Action

Action

Other

Other

Members

Members

[Signatures]

[Signatures]

Refer To

Refer To

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

CERTIFIED

CERTIFIED
DEC 03 2012

ATLANTA CITY COUNCIL PRESIDENT

CERTIFIED
DEC 03 2012

Paul Boushman
MUNICIPAL CLERK

MAYOR'S ACTION

CONFIRMED BY
DEC 03 2012
COUNCIL



12- C -1591

ATLANTA CITY COUNCIL

AARON WATSON
COUNCILMEMBER, POST 2 AT-LARGE

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October 18, 2012

TO: Council President Ceasar C. Mitchell and
Members of the Atlanta City Council

FROM: Aaron Watson

I am pleased to appoint P. Ramsay Battin to serve as a board member of Keep Atlanta Beautiful. This appointment is for a term of two (2) years, scheduled to begin the date of Council confirmation.

I am confident that Mr. Battin will serve the Keep Atlanta Beautiful board with great honor. He has a strong financial background, is an outdoorsman and passionate about the beautification of the City. A resume is attached for your consideration.

Sincerely,

A handwritten signature in cursive script that reads "Aaron Watson".

Aaron Watson

P. RAMSAY BATTIN
55 Montclair Drive
Atlanta, GA 30309
pbattin@mba1998.hbs.edu
(404) 307-6226

experience

2005 – **ARCAPITA VENTURES** **ATLANTA, GA**
current **Director**

Arcapita Ventures is a unit of Arcapita Bank B.S.C.(c), a global private equity firm with \$3.7 billion in assets and offices in Atlanta, Bahrain (HQ), Hong Kong, London and Singapore. Arcapita Ventures manages a \$200 million growth stage venture capital fund (vintage 2006). Fund acts primarily as a lead investor.

- *Transactions:* Negotiated, structured and completed 14 lead-managed transactions for initial and follow-on financings. Sourced and hold seats on Boards of Directors of four portfolio companies: Aspen Aerogels, Fidelis SeniorCare, FrameMax and Prenova (exited). Serve as “second-seat” for the fund’s investment in CardioMEMS.
- *Valuation Creation:* Sourced and led initial investment in portfolio company whose revenues have increased 500% since 2007. Company filed S-1 for an IPO led by Goldman Sachs and Morgan Stanley. Sourced and led initial investment in second portfolio company that was recently sold to a publicly-traded company at a price that yielded a 1.8x cash-on-cash return for the fund. Completed complex recapitalization of third portfolio company during post-2008 downturn that is expected to provide cash-on-cash returns of 3.0x based upon a pre-defined acquisition price negotiated with a strategic investor in the company.
- *Portfolio Company Support:* Interact with CEOs and senior managers of portfolio companies on a weekly basis regarding strategy, operations, infrastructure, compensation structures, acquisitions, financings and exit opportunities. Facilitate introductions with customers, partners, service providers and prospective new hires.
- *Network:* Extensive national and regional network of lawyers, accountants, recruiters, operational executives, entrepreneurs, other venture firms, investment banks, mezzanine lenders, IT personnel and LPs.
- *Selected Portfolio Company Issues Addressed:* Three complex recapitalizations during the post-2008 period, termination of CEO, re-tooling of healthcare portfolio company’s go-to-market strategy after adverse CMS ruling, negotiating with a co-investor with shorter investment time horizon, positioning for an IPO, evaluating bankruptcy options for portfolio company and intellectual property disputes.
- *Cross-Firm Communication:* Navigated the firm’s multiple offices, asset groups (buyout, real estate and infrastructure) and broader Arcapita investment portfolio to assist fund’s portfolio companies with new sales opportunities, identify new potential investment opportunities and assist in investment due diligence.
- *Management and Development of Junior Team Members:* Served as “chief of staff” for group head in managing junior team members. Three pre-MBA associates received admissions to Harvard Business School (1) and Kellogg School of Management (2).
- *Industry Leadership:* Founded and led the Southern Capital Conference, an annual event focused on LPs and GPs, for four years. Final year of conference leadership led to an event that included 250 attendees from 50 LP organizations and 65 GPs, with total conference sponsorships of more than \$200k.

2001 – 2005 **SOUTHEASTERN TECHNOLOGY FUND** **ATLANTA, GA**
Partner

Southeastern was one of the largest early and growth stage venture capital funds in the region: Fund I (\$20M – 1998) and Fund II (\$97 million – 2000). Top quartile returns for Fund II. Fund acted primarily as a lead investor.

- *Transactions:* Negotiated, structured and completed 12 lead-managed transactions for initial and follow-on financings. Held seats on Board of Directors for four portfolio companies; board observer for fifth portfolio company.
- *Value Creation:* Sourced and led Series A investment in portfolio company whose revenues increased 150% annually from the date of initial investment to exit. Company acquired in a transaction that yielded 5.7x return on total capital and IRR of 50% for the fund. Company was second largest investment in Fund II.
- *Selected Portfolio Company Issues Addressed:* Negotiation of license to competitor’s patent, sale of technology and subsequent launch of new product, negotiation of drag-along rights with co-investors, redemption of preferred stock position, termination of company founder and recovery of restricted shares, termination of CEO and founder, setting price targets for publicly-held shares in portfolio, orderly liquidation of under-performing portfolio company, managing strategic relationship with IBM, establishing metrics and processes for sales function.

- 2000 – 2001 **HOMESERV, LLC** **ATLANTA, GA**
VP of Sales and Business Development
- *Sales Management:* Built and led start-up's six-person national advertising sales team focused on contractors and building products manufacturers. Responsible for creating replicable sales process and building team's sales collateral and infrastructure.
 - *Business Development:* Negotiated alliances with national and regional home inspection companies, realtors, service companies and homebuilders.
 - *Strategy:* Redirected company's initial on-line business model to a new strategy focused on providing highly targeted offline advertising opportunities for service providers and product manufacturers that sell to new homeowners.
- 1998 – 2000 **THE ROBINSON-HUMPHREY COMPANY** **ATLANTA, GA**
Associate, Private Capital Group within Corporate Finance
- *Sell-Side M&A:* Led transaction teams that sold mid-market retailing and manufacturing companies to financial and strategic buyers. Successfully sold FPE Holdings, a 58-store retailer and manufacturer of custom and ready-made framed wall décor, in a \$40M leveraged buyout.
 - *Private Placements:* Raised private capital for early stage and mid-market growth companies. Successfully raised \$19M for Atlanta-based technology provider Netifice Communications from Columbia Capital, MCI WorldCom Venture Fund and Boston Millennia.
 - *Public Equity Financings:* Key member of transaction team that raised \$27M in a lead-managed public offering for Optimal Robotics, a manufacturer of self-serve customer check-out systems for retailers.
- Associate, RH Capital Partners Fund**
- *New Investment Opportunity Evaluation:* Reviewed business plans for \$30 million private equity fund diversified by stage, industry and geography. Led due diligence efforts relating to products, customers, management team and industry.
 - *Transactions:* Led team responsible for participation in \$18M third round of financing for Cepheid, a California-based manufacturer of microfluidic systems. Assisted in completing equity and debt financing for Kirkland's, a Tennessee-based specialty retailer of home décor.
- 1993 – 1996 **LEHMAN BROTHERS HOLDINGS INC.** **NEW YORK / LONDON**
Corporate Finance Analyst, Health Care Group (London)
- *Buy-Side International M&A:* Represented Hoechst AG in \$750M acquisition of Belgian agricultural biotechnology company.
 - *International Public Equity Financings:* Executed £96 million equity offering to provide second round of R&D funding for UK biotechnology company. Assisted in simultaneous private placement of secondary shares recently released from IPO lock-up period.
 - *Career Advancement:* Offered promotion to Associate; declined to attend business school.
- Corporate Finance Analyst, Consumer Products Group (New York)**
- *High Yield Offering:* Coordinated \$100M high yield offering for west coast retailer. Coordinated and drafted prospectus, conducted due diligence, assisted in marketing issue and prepared credit analysis.
 - *Domestic M&A:* Advised tobacco processing company on \$1.0B merger of equals. Assisted in transaction valuation, due diligence, negotiations and preparation of fairness opinion.
 - *Institutional Marketing Campaign:* Developed institutional equity marketing campaign for Cobra Golf and advised Cobra in its \$700M acquisition by American Brands.
- Education**
- June 1998 **HARVARD BUSINESS SCHOOL** **BOSTON, MA**
Master in Business Administration.
- June 1993 **PRINCETON UNIVERSITY** **PRINCETON, NJ**
Bachelor of Arts in History. Elected President of The Ivy Club, a 150-member eating club.
- Personal** Enjoy skiing, tennis, hiking and traveling. Married with two sons (10 and 8) and one daughter (6). Served as a Captain in the U.S. Army Reserves. Member of the Atlanta Business Chronicle "40 under 40" class of 2009. Serve on the Board of Trustees of the Atlanta Botanical Garden and the Learning Makes a Difference Foundation. Prior President of the Brookwood Hills neighborhood Board of Directors (2011).

