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ATLANTA CITY COUNCIL

KWANZA HALL
COUNCILMEMBER
DISTRICT 2

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February 18, 2013

Atlanta City Council President Ceasar Mitchell
Atlanta City Councilmembers

Dear colleagues:

We are writing to nominate Dorthey Hurst as the Council District 1, 2, 3, 4, and At-Large Post 1 appointee to the Downtown Development Technical Advisory Group. Her resume is attached.

Some of you know Ms. Hurst from her current work as chair of NPU-M's Public Safety Committee, as well as her tenure as president of the Atlanta Downtown Neighborhood Association. As a longtime resident of Downtown, and one of the pioneers of the Downtown residential renaissance right after the Olympics, Ms. Hurst will bring a unique historical perspective to the Advisory Group.

Thank you for your support of this nomination.

Sincerely,

Carla Smith
District 1

Kwanza Hall
District 2

Ivory Lee Young Jr
District 3

Cleta Winslow
District 4

Michael Julian Bond
At-Large Post 1

Dorthey Hurst

Objective/Summary	<p>To develop long term growth and career opportunities by fully utilizing my sales, training/development, management, negotiation, leadership and organizational skills. They include:</p> <p>Project management International award winning designer Training delivery and design Vendor negotiations & management Consultant Leadership Rapid development Management</p>
Work experience	<p>Sr. Quality M&P Process Manager, Learning Services – Digital Life</p> <ul style="list-style-type: none">• Project management of all Digital Training for Digital Life, including sales (call center and outside, billing & retention, support & monitoring, field operation, and international• Responsible for budget negotiations and management• Resource and manage vendors to assist in regulatory requirements• Deployment of mLearning for organization <p>Associate Director, Digital Life Sales Training</p> <ul style="list-style-type: none">• Acted as a trusted advisor in identifying and creatively solving complex problems, designing/restructuring critical processes, and transforming the way the client operated, in order to help them become a high-performance business.• Enable AT&T entry into a new market segment (Security, Home Automation) by creating engaging training to support the channels responsible for selling Digital Life, a new start up AT&T Company.• Build training organization and processes to support Digital Life Sales, Retention and Billing Training• Establish organization structure, culture, and processes that enable accelerated development of training.• Develop business model and relationships to deliver innovative and valuable training solutions to the Digital Life partners.• Create industry leading Best in Class training by using innovation in training design and delivery.• Responsible for the leadership in working with multiple business units.• Project management of multiple projects to ensure launch date and budget is met.• Work with Digital Life Sale Ops Team, Legal, Marketing, Other Learning Services Partners, and any other Digital Life team to ensure business results are linked to training needs.• Responsible for team leadership and maintaining appropriate staffing levels.• Work with vendors in several capacities.• Responsible for on-going assessment and evaluation.• Work with Digital Life team in writing requirements for business. <p>Associate Director, Consumer Retail Products and Services Present</p> <ul style="list-style-type: none">• Responsible for the development and deployment of Consumer Product training for AT&T Mobility Consumer Retail sales channels. Average more than ten training projects per month• Responsible for e-Learning training approach that allows sellers to learn and apply what they have learned within a simulated sales process.• Project managed the completion of most new product launches in AT&T Company Owned Retail and Dealer channels including design, and results.• Work with marketing, wireless and wired product teams, legal, regulatory, sales channels and many other groups to produce the Consumer Product training. Project managed these groups.• Responsible for team management and appropriate staffing levels.• Managed the conversion of Consumer Retail's training courses to a new learning management system. Coordinated multiple groups to achieve goal.• Represent Consumer Retail on the Task Force in writing requirements and testing an industry leading training development and project management tool.• Template development for Web Based, Sales Coaching, Instructor Led, and Job Aids used by entire Consumer Retail team. <p>Contractor, Georgia State University Instructional Designer</p> <ul style="list-style-type: none">• Developed systems training project for Human Resources. <p>AT&T Mobility (formerly Cingular Wireless) Curriculum Designer – Lead Designer New Product & Services</p> <ul style="list-style-type: none">• 2006 international award winning design for the Nokia E62 eLearning product training by the Lone Star Chapter of the Society for Technical Communications in conjunction with Nokia Academy.• Project manages the design and delivery of new product training including working with

- designers on the design, milestones, and results.
- Negotiate and manage handset and device manufacturers to develop a Cingular Handset/Device training curriculum consisting of web based and video training. Accomplished moving manufactures from a generic training format to specific training modules developed with Cingular specification and standards. Project managed the development and implementation of Handset/Device training for all sales channels including implementation on Wireless University (Dealers). Manage numerous project and priorities at the same time.
- Project managed the development of the Product and Services, Common Service Experience training for the Merger Training. This included all sales channels except Business. Produced a total of 6 Web Based training courses and 44 job aids.
- Implemented within the Retail Channel a sales coaching sessions and trained managers on how to deliver and manage results. The In-Store Learning Sessions was the first training tool made available for managers to help support selling, demonstrating and provisioning of products sold in the Retail Channel.
- Assisted in the design and development of Cingular's Data Certification Training program. Managed the content and informational development and verification of the Level 1 curriculum which includes modified content for Retail Sales, Business Sales, Direct Marketing, Indirect and Dealers.
- Development of training courses or project management of vendor developed courses from the design phase to completion, all within the time and dollars allotted. Work with many teams at the same time, including Marketing, Product Development, Handset/Device Manufactures and Sales Channels to deliver a product that meet the customer's needs.
- On the job accomplishment including the creative in design and development of the templates used by team for training development of web based training, Centra, video training and job aids.

BellSouth Cellular Atlanta, Georgia

Corporate Sales Trainer

- Responsible for preparing, delivering, coordinating and following to completion all assigned sales training and projects for company wide direct sales force. Travel up to 90% of the time to deliver training to all markets.
- Work as Subject Matter Expert (SME) with Corporate Designer to keep training on target and up-to-date.
- Responsible for certifying trainers on BellSouth licensed programs; Train-the-Trainer, Master Trainer on all other Instructor Led programs.

Sales and Service Manager (Northlake Store)

- Managed day-to-day activities of one of Atlanta's largest and oldest company owned wireless retail stores – test store for new merchandising layout for BellSouth Mobility and Affiliate Products.

University of Wisconsin Milwaukee, Wisconsin

Dale Carnegie Effective Speaking and Communication

BellSouth Cellular

- Facilitation Workshop

Training Generalist – Langevin Classes

- Instructional Design for New Designers
- Training Needs Analysis
- Instructional Techniques for New Instructors
- 25 Creative Ways to Add Excitement to your Training
- Writing Skills for Trainers

Center for Effective Performance

- Analyzing Performance Problems
- Criterion Reference Instruction Workshop
- Instructional Module Development

Bob Pikes

- e-Learning Design Workshop
- Criterion Reference Testing

Computer Literate – Microsoft Suite of Products, Lectora, Photoshop, Adode Presenter, Captivate, and more

Education

Additional Education