

**A RESOLUTION TO APPOINT A MEMBER OF THE CONVENTION & VISITORS  
BUREAU FOR THE CITY OF DUNWOODY, GEORGIA**

**WHEREAS,** the City Charter gives the City the authority to provide for the structure, operation and management of the Dunwoody Convention and Visitors Bureau; and

**WHEREAS,** the Convention & Visitors Bureau for the City of Dunwoody serves as an autonomous Board and Non-profit organization pursuant to Section 501(c)(6) of the Internal Revenue Code which may expend Hotel/Motel Tax Funds as limited by state law and an Agreement between the City and the Board and other available resources; and

**WHEREAS,** the City Council of the City of Dunwoody is authorized with appointments of some members of the Convention & Visitors Bureau of Dunwoody; and

**WHEREAS,** The Convention & Visitors Bureau of Dunwoody is composed of nine (9) members, three (3) appointed by the City Council, one (1) member per each District and chosen by the two representatives of that District (the appointed member would not be required to be a resident of that District), and if the two district representatives are unable to agree on a person, the decision shall go to the Mayor.

**WHEREAS,** Bob Cottle, District 3 Board Member, has submitted his resignation effective immediately and City Council wishes to fill the unexpired term of Bob Cottle.

**NOW THEREFORE BE IT RESOLVED** by the Mayor and Council of the City of Dunwoody as follows:

The City Council hereby appoints Ricardo Gonzalo to fill the unexpired three (3) year term of office as designated in the amended Bylaws of the Convention & Visitors Bureau of Dunwoody, adopted on December 21, 2012.

**Ricardo Gonzalo, (District 3 nominee) ..... expiring December 31, 2016**

**SO RESOLVED AND EFFECTIVE, this 24<sup>th</sup> day of June, 2014.**

Approved:

\_\_\_\_\_  
Michael Davis, Mayor

Attest:

\_\_\_\_\_  
Sharon Lowery, City Clerk

(SEAL)

**RICARDO L. GONZALO**

5468 Martina Way  
 Dunwoody, GA 30338  
 (404) 931-4651 M  
 (770) 396-7467 H  
 (678) 205-2025 W  
 rjgonzalo@comcast.net

- SUMMARY** Experience spanning labor and employee relations, consumer products companies, the energy industry, and retail software. Expertise in constructing and executing deals, dispute resolution, client management, and project management. MBA from a top-tier program.
- SPECIAL SKILLS** Labor and Employee Relations  
 Negotiations  
 Project Management – Domestic and International  
 Tier One Client Management  
 Dispute Resolution
- EXPERIENCE**
- 2007-Present** **GEPHARDT GROUP** Atlanta, GA  
*Co-founder and Partner*  
 Built a successful consulting practice that services Fortune 500 clients in the areas of labor relations strategy, contract negotiations, dispute resolution, employee engagement consulting and cultural change programs.
- Developed and implemented labor relations strategies with Tier-1 clients, including Chevron, CenturyLink, General Electric, KKR and the National Football League
  - Advised on collective bargaining agreements with most of the major Labor Unions, including the Teamsters, United Steelworkers, Machinists and Communications Workers
  - Spearheaded a cultural change initiative at CenturyLink which has led to significant improvements in customer service, productivity, quality and market share
- 2003 – 2007** **BLUECUBE SOFTWARE – divested by Radiant Systems in February 2003** Alpharetta, GA  
*Implementation Services Director – Retail Channel*  
 Led a twenty person professional services organization for BlueCube Software’s largest channel which includes several multi-billion dollar clients. Responsible for annual revenue goal of \$5MM and operating margins of 45%.
- Successfully maintained 100% client referenceability
  - Represented professional services on all retail client sales opportunities including detailed product demonstrations, statement of work development, and contract negotiations
  - Key member of leadership team that sets the direction for channel penetration strategies, product development, and investment analysis
  - Charged with integrating BlueCube implementation methodologies with domestic and international consulting companies
- 2002 – 2003** **RADIANT SYSTEMS, INC.** Alpharetta, GA  
*Sr. Manager- Supply Chain Consulting*  
 Led client engagements for Radiant supply chain software implementations.
- Responsible for working with clients to define business processes, working with Product Development to design software enhancements, and ensuring quality delivery of full client solutions
  - Revised and standardized the Quality Control process that reduced software configuration testing time by 80%. Utilized this process to roll out software for a new client in the most aggressive timeline Radiant had ever attempted.
- 2002** **MIRANT CORPORATION** Atlanta, GA  
*Sr. Natural Gas Account Manager*  
 Marketed and negotiated short-term natural gas contracts with utilities, municipalities, and commercial customers.

- Established relationships and completed transactions with all major market participants in the Southeast within 3 months
- Contributed over \$500K in cash profits and surpassed 2002 profit targets four months ahead of goal

2001- 2002 *Sr. Power Account Manager*  
 Structured, marketed, and negotiated long-term energy contracts with utilities and commercial power aggregators.

- Gained proficiency in the electricity industry and executed multi-million dollar transactions within four months
- Developed a new customer channel in the Midwest region leading to profits of over \$450K
- Exceeded 2001 profit target by over 50%

2000-2001 **THE COCA-COLA COMPANY** Atlanta, GA  
*Program Manager - Water Quality*  
 Responsible for developing and managing all aspects of a new water filtration business offered to foodservice customers of Coca-Cola Fountain.

- Designed the sales and marketing programs including pricing, customer presentations, and customer proposals
- Responsible for developing the field operations processes necessary to support the program

1998-2000 *Project Manager - Frozen Beverage Operations*  
 Responsible for the operational implementation of frozen carbonated beverages in over five thousand restaurants within eight months. This project was one of the largest ever at Coca-Cola Fountain and was the first major introduction into the frozen beverage category.

- Used activity based costing to negotiate a \$10M agreement with the network contracted to execute the project
- Awarded a Coca-Cola Fountain national performance award

1996-1998 *Operations Analyst - South Central Area*  
 Duties included development of the Annual Business Plan, execution of process improvement activities, and in-depth productivity analysis for the South Central Area Operations Team. Led a multi-million dollar service rate negotiation with a major bottler.

Summer 1995 *Operations Intern*  
 Designed, implemented and provided training for a networked database tracking system used by all Coca-Cola Fountain Operations offices throughout the U.S.

1992-1994 **KRAFT FOODS** Chicago, IL  
*Senior Financial Analyst*  
 Developed the operating budget, performed cost analysis (over \$100M annually) and executed process improvement ideas for the beverage division.

**EDUCATION**

1994 – 1996 **DUKE UNIVERSITY – FUQUA SCHOOL OF BUSINESS** Durham, NC  
 Master of Business Administration, May 1996. Fuqua School Fellowship recipient.

1987 – 1991 **UNIVERSITY OF NOTRE DAME** Notre Dame, IN  
 Bachelor of Business Administration, Concentration in Finance.

Spring 1990 **ST. LOUIS UNIVERSITY** Madrid, Spain  
 Studied Spanish, economics, and art history during a semester abroad.

**ADDITIONAL INFORMATION** Fluent in Spanish. Interests include golf, basketball and physical fitness.