

**A RESOLUTION TO APPOINT A MEMBER TO THE DEVELOPMENT AUTHORITY
FOR THE CITY OF DUNWOODY**

WHEREAS, the City of Dunwoody is authorized by the City Charter to create boards, commissions and authorities as the Mayor and City Council deem necessary; and

WHEREAS, the Mayor and City Council have created the Dunwoody Development Authority by Ordinance 2009-01-11. The Authority consists of a seven-member board with staggered four-year terms; and

WHEREAS, the Board of the Development Authority may be reappointed for an additional consecutive four-year term; and

WHEREAS, the Mayor and City Council had previously appointed Bill McCahan as a member of the Development Authority to four-year terms, expiring December 31, 2026; and

WHEREAS, the term of office of Bill McCahan has become vacant prior to the expiration of the term; and

WHEREAS, the Mayor and City Council for the City of Dunwoody now wish to appoint Keith Wilson as a member of the Development Authority to fill the unexpired term of Bill McCahan for the following term of office:

Keith Wilson, to fill unexpired term expiring December 31, 2026

WHEREAS, this Resolution shall become effective upon its adoption.

NOW THEREFORE BE IT RESOLVED by the Mayor and City Council of the City of Dunwoody while in a special called session on June 26, 2024 at 6:00 pm that Keith Wilson is appointed as a member of the City of Dunwoody Development Authority to serve for the designated term.

Approved:

Lynn P. Deutsch, Mayor

Attest:

Sharon Lowery, City Clerk
(SEAL)

APPLICATION FOR APPOINTMENT



4800 Ashford Dunwoody Road | Dunwoody, GA 30338
 Phone: (678) 382-6700 | Fax: (678) 382-6701

The Dunwoody City Council believes that citizens bring valuable insights and are a skilled resource in the community. The Council encourages all citizens to consider becoming involved in the city government by serving on a Board, Commission, or Committee. Applications are accepted throughout the year.

To be considered for an appointment to a municipal board, commission, or committee, please complete and submit the following application and send it with a resume to the City Clerk, Sharon Lowery. Applications and resumes may be submitted by e-mail to sharon.lowery@dunwoodyga.gov, by fax to (770) 396-4705, or by mail to 4800 Ashford Dunwoody Road, Dunwoody, GA 30338.

*** Applicant Information**

Name: Keith Wilson		
Address: 4474 Dunhaven Road Dunwoody, GA 30338		
Phone:	Cell: [REDACTED]	
Email:	[REDACTED]	
Place of Employment: Mercedes-Benz USA	Occupation: Manager	
How long have you been a resident of Dunwoody?	5 Years	Months

*** Board / Commission / Committee for which you would like to be considered**

<input type="checkbox"/> Alcohol License Review Board	<input checked="" type="checkbox"/> Development Authority
<input type="checkbox"/> Art Commission	<input type="checkbox"/> Planning Commission
<input type="checkbox"/> Audit Committee	<input type="checkbox"/> Sustainability Committee
<input type="checkbox"/> Board of Ethics	<input type="checkbox"/> Urban Redevelopment Agency
<input type="checkbox"/> Construction Board of Adjustment and Appeals	<input type="checkbox"/> Zoning Board of Appeals
<input type="checkbox"/> Discover Dunwoody	
<input type="checkbox"/> No preference, I just want to volunteer!	

*** Interest and Experience (Please also attach or submit a resume)**


Why are you interested in serving on a board / commission / committee?
I am interested in serving because it gives me the opportunity to provide a positive contribution to the community.
Dunwoody has made amazing progress, I'd like to leverage my experiences to bring even more opportunities to the community.
What experience do you possess that would be of benefit to a board / commission / committee?
I've had the pleasure of living in multiple states and countries around the world and see how they approach development and community building.
This gives me great insight into new industries and opportunities that can help spur further economic development.

*** Terms & Conditions**

I hereby attest that all statements and information provided in this application are true to the best of my knowledge. I understand that I may be interviewed prior to consideration for appointment.

I hereby agree that if appointed to serve as a member of a City of Dunwoody Board, Commission, or Committee, I will spend my time, skills, and energy on the goals and mission of the Board, Commission, or Committee including preparation for meetings. Furthermore I agree that, if appointed, my term will be governed by the By-laws of the Board, Commission, or Committee to which I am appointed.

I understand that if appointed, I will make an effort to attend all meetings and must attend at least two-thirds of the scheduled meetings in order to remain a member in good standing.

Applicant's Name: Keith Wilson		
Applicant's Signature: 	Digitally signed by Keith Wilson Date: 2024.06.17 15:03:18 -04'00'	Date: 6/15/2024

Submit!

CONTACT

- 📞 [REDACTED]
- ✉️ [REDACTED]
- 📍 Atlanta, GA
- 💻 In/kowilson1

EDUCATION

MBA, International Marketing & Business

University of International Business & Economics, (Beijing), 2011

MBA, Marketing

Clark Atlanta University, 2011

B.A., Marketing

University of Mississippi, 2008

SKILLS

- EV Infrastructure Development
- Digital Product Innovation
- Regional Logistics Operations
- Utility Operations
- Public/Private Partnerships
- Innovative Business Modelling
- Brand Strategy Development
- Cross-Functional Team Leadership
- Project Management
- Strategic Partnership Development
- Contract Negotiation
- Data Driven Decision Making
- Vendor Selection & Management
- Revenue Generation
- Stakeholder Engagement
- Resource Allocation
- P&L Management
- Product Management

PROFILE

Strategic executive and entrepreneur with extensive experience in the automotive, tech and logistics industry. Skilled in driving innovation, building strategic partnerships, and leading cross-functional teams to deliver market-leading customer experiences and business outcomes.

RELEVANT EXPERIENCE | ENTREPRENEURIAL

FOUNDER & MAJORITY OWNER, | 2023 - Present

Higher Level Logistics LLC, (Amazon Freight Partner) GA

- Manage comprehensive Middle-Mile logistics operations with a focus on safety, reliability and efficiency, aligning with Amazon's stringent delivery and performance standards.
- Lead a team of 50 drivers and staff, fostering a culture of excellence and adherence to Amazon's operational protocols and safety guidelines.
- Oversee a fleet of 21 sleeper cab trucks optimized for Amazon's freight tasks, ensuring compliance with maintenance schedules, safety regulations and environmental standards.

FOUNDER & CEO, | 2022 - Present

Klearcoat Labs Inc, GA

- Pioneered an innovative data collection platform leveraging gaming to gather high quality, ethically sourced AI training data.
- Led diverse teams across data science, game development, and marketing to achieve early company objectives and foster innovation.

RELEVANT EXPERIENCE | CORPORATE

MANAGER, DATA AS A SERVICE | 2024 - Present

PRINCIPAL, CONNECTED CAR PROGRAM STRATEGY | 2023 - 2024

Mercedes-Benz USA, GA

- Strategically develop and launch new in-vehicle experiences that will deliver YoY OTA revenue. .
- Launched Branded Pins, MBUSA's first in vehicle advertising initiative with 2 immediate campaigns with a value of ~\$500K within 3 months of launch.

HEAD OF PARTNERSHIPS, EASTERN U.S.

Rivian Automotive, GA | 2021 - 2023

- Pioneered agreements through strategic partnerships with public & private entities, directly leading to partnerships with the states of Georgia, Tennessee, South Carolina & Michigan to deploy Rivian Level 2 charging stations throughout their entire state park systems. .
- Outreach to potential partners and lead partnership structure negotiations with government entities, municipalities, townships, and utilities to better support Level 2 charging deployment at public outdoor recreation spaces

PRODUCT MANAGEMENT DIRECTOR, PEUGEOT NORTH AMERICA

Stellantis/PSA Groupe, GA & France | 2019 - 2021

- Oversaw product strategy, leveraging data analytics to align offerings with consumer demands, resulting in significant cost savings and market alignment.
- Decreased warehouse, plant capacity and procurement costs by **\$5.3M** through in-depth forecasting of marketable vehicles and orderable complexity reduction.

SENIOR SEGMENT MANAGER

Georgia Power Company, GA | 2017 - 2019

- Initiated new energy solutions, leading to market growth and operational enhancements through strategic marketing and business development initiatives.

GLOBAL STRATEGY MANAGER | 2016-2017

SENIOR PRODUCT MANAGER | 2015-2016

The Lincoln Motor Company, China & MI

- Based in Shanghai, implemented global strategies and managed product development, introducing market-leading features and achieving substantial savings and revenue growth.
- Managed all aspects of product planning, benchmarking, pricing, and tracking of customer feedback with the focus of improving current and future product design and development.

SENIOR BRAND MARKETING MANAGER | 2013 - 2015

MARKETING & SALES ZONE MANAGER | 2011 - 2013

Ford Motor Company, MI & TN

- Generated **\$1.5 Billion** in revenue for the Ford Ranger & Expedition through execution of brand marketing, go-to-market strategy and streamlined P&L management.
- Oversaw and managed **\$10M** budget for ad spend including developing quarterly marketing strategies.
- Led the go to market launch of the all-new 2015 Ford Expedition achieving **Packet page: 1** transaction price (**up \$11K per unit**) leading to **an increase of 45% in net revenue** and a **15% increase in share**.