

ANDREA H. WORTHY

PROFILE

Dynamic 25-year career reflecting a variety of experience in economic development, planning and external affairs. Outstanding success in building relationships with a variety of decision makers, peers and subordinates. Exceptionally well-organized with a proven track record of managing tight deadlines and budgets.

Project Management Strategic Planning Staff Development	Consensus Builder Customer Support Communication and Presentation Skills	Organized Adaptability Financial Analysis
---	--	---

EXPERIENCE AND KEY ACHIEVEMENTS

City of Sandy Springs, Georgia, Sandy Springs, Georgia

Suburban city government in metropolitan Atlanta with a population of approximately 110,000

Economic Development Director, City of Sandy Springs, Georgia (2018 – Current)

- Direct City's economic development efforts and department staff, as well as \$1.5 million capital program for North End revitalization efforts.
- Implemented new programs to increase private sector engagement and enhance the City's effectiveness and efficiency at business retention, expansion, and recruitment.
 - Worked to establish greater coordination and collaboration with economic development entities and partners, resulting in utilization of outside resources for City's economic development efforts.
 - Created proactive outreach strategy to meet with property owners and brokers to ensure consistency between City's economic development plans and private-sector investment strategies.
 - Launched monthly e-newsletter with content targeted to businesses and developers.
- Managed various special projects for City, including a City wayfinding plan, and a community input effort to conceptualize revitalization opportunities that exist in the north end of the City.
- Led effort to update City's 10-year economic development strategy to focus City resources on small business and redevelopment efforts in creation of survey to better understand the state of businesses operations. Data was used to formulate City policy, funding and programming to support the business community, and to prioritize outreach efforts to companies that indicated challenges to maintain operations.

THE COLLABORATIVE, Boston, Massachusetts

National consulting firm in urban planning, design, and communications

Vice President, Economic Development

Assigned to City of Sandy Springs, Georgia (2012 – 2018)

- Managed economic development efforts and staff for City of Sandy Springs, including business retention, relocation and expansion efforts. Served as staff for the City's Development Authority. Managed City incentive programs, including Opportunity Zone.
- Created the City's initial marketing strategy to attract and recruit businesses. Leveraged City's limited marketing dollars by coordinating closely with regional economic development partners,

including Georgia Department of Economic Department, Metro Atlanta Chamber of Commerce, Georgia Power and the Technology Association of Georgia.

- Established the City's Business Retention program, meeting with an average of 60 of the City's largest employers annually. Small business efforts have included establishing a Restaurant Week, and creating the North Fulton Opportunity Outlook, a regional redevelopment forum.
- Key member of multi-year, cross-functional team that was responsible for development of City Springs, a catalyst project that created a new downtown for Sandy Springs.
- Implemented use of Customer relationship management (CRM) technology to better track and manage City's relationships and interactions with businesses and property owners.

CITY OF SMYRNA, Smyrna, Georgia

Suburban city government in metropolitan Atlanta with a population of approximately 51,000

Redevelopment Manager (2007 – 2012)

- Managed City's economic development efforts and staff, including business retention and relocation, and large redevelopment projects, including two TAD projects and two apartment complexes purchased by the City for potential redevelopment opportunities.
- Established and improved relationships with various brokers, developers, business owners and regional economic development organizations as a part of overall economic development and recruitment plan for the City.
- Created property inventories to improve reporting and analysis capabilities, and to identify redevelopment trends.
- Managed TAD program and associated projects.
- Served as staff for Downtown Development Authority and Housing Authority.

INDEPENDENT CONSULTANT, Marietta, Georgia

1099 contractor for an economic development and planning firm (2006 – 2007)

Responsible for market analyses and economic development recommendations for various projects in the southeast U.S.

MIRANT, Atlanta, Georgia

Independent power production and energy trading company with U.S. and international assets

Manager, Policy Development (2005-2006)

- Managed legislative analysis policy related to federal bills affecting business plans and coordinated with internal operations units, senior management and external consultants to achieve support for departmental objectives.
- Responsible for regulatory policy and responses at various state Public Service Commissions in the northeastern U.S.

Analyst, Planning & Performance Management (2003 – 2005)

- Managed monthly and annual budget reporting process for North America unit. Coordinated competing internal organizations that were utilizing new processes and strict deadlines in creation of the annual operational plan. Annual business plan was delivered on time.

Project Coordinator, Chapter 11 Business Planning Team (2003 – 2004)

- Coordinated various strategic planning organizations and outside consultants to set-up and manage new business plan for Company to emerge from Chapter 11. Process involved coordination with 30+ organizations. Responsible for creating various tools and presentations to communicate plan goals to various parties, including employees, management, customers, advisors and creditors.

Research & Planning Specialist, Corporate Public Relations (2002 – 2003)

- Recommended and implemented strategic, external messaging on issues including accounting, industry and company reorganization. Output included key position statements and press releases.

Principal, Economic Development (2000 - 2002)

- Strategy creation and support for 10-member global recruitment team. Managed relationships with consultants, global partners, and customers of the economic development program.

ARTHUR ANDERSEN, LLP, Atlanta, Georgia

Accounting and professional services firm operating internationally

Senior Consultant, Real Estate and Hospitality Services Group (1997 – 2000)

- Site selection and incentive analysis for firm clients.
- Analysis and presentation of results for market and financial feasibility studies, valuation services, operational reviews, and impact analysis for various real estate and hospitality projects including: golf courses, hotels, performing arts centers and tourist attractions.

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY, Master of City Planning

GEORGIA STATE UNIVERSITY, Bachelor of Science

OTHER

SANDY SPRINGS PERIMETER CHAMBER OF COMMERCE, Board of Directors (2016 - 2020)

LEADERSHIP COBB 2012

MARIETTA FIRST UNITED METHODIST CHURCH, Board of Trustees (2015 - 2017)