



# POSITION ANNOUNCEMENT



# Carroll Tomorrow

Carrollton, Georgia

## President and Chief Executive Officer

**Overview.** Carroll Tomorrow, based in Carrollton, Georgia, has retained The Chason Group to lead an executive level search for a President and Chief Executive Officer. Tim Chason and Randy Cardoza of The Chason Group ([www.thechasongroup.com](http://www.thechasongroup.com)) are working with the community's leadership to facilitate the process.

**About the Community.** Located in West Georgia, Carroll County is 30 miles west of downtown Atlanta and close to many other southeastern metropolitan areas. The population of the community is 119,992 based on the latest US Census Bureau data. The median age is 34.5. The county has seven municipalities, with Carrollton serving as the county seat. Others include Bowdon, Bremen, Mount Zion, Roopville, Temple, Villa Rica and Whitesburg. The citizens of Carroll County have committed to maintaining greenspace and providing access to outdoor activities and past times – striking a balance between growth and development.

**About Carroll Tomorrow and the Carroll County Chamber of Commerce.** Established in 2001, Carroll Tomorrow is a unique countywide public-private economic development organization that serves as the staff for Carroll County's four industrial

development authorities. In concert with city and county leaders, Carroll Tomorrow works closely with state economic developers and site selection consultants to support expansion of existing business and recruit new companies to the area. The economic development initiative is a "one stop shop" for businesses seeking growth opportunities.

The Carroll County Chamber of Commerce has been the economic engine for the community since 1955. Today, the chamber enjoys the success of an organization with 600+ members, an active Board of Directors, and talented staff.

The Chamber executes the annual plan through a committee structure with six standing committees and other ad hoc committees as needed.



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## President and Chief Executive Officer



**The Position.** The President and CEO of Carroll Tomorrow is responsible for providing leadership, long-term visioning, strategic planning and implementation for the economic development organization and chamber of commerce. With a professional team on both sides, the executive works with boards from both groups to execute plans designed to maintain and grow existing businesses, nurture entrepreneurship and attract new investments for Carroll County.

**Qualifications.** Candidates for the President's position should hold a Bachelor's degree in the area(s) of economic development, community development, real estate, public relations, public administration, business and/or marketing from an accredited college or university or equivalent experience. A Master's degree is preferred.

Applicants should have a minimum of five years of executive management leadership experience in the business, economic development and/or community development field, chamber of commerce, association, or a combination of these. The Search Committee is seeking a professional who has a proven tenure in leading an organization through visionary growth and meaningful change to improve the business environment of the community. Other traits and experiences the committee is seeking in candidates include: proficiency in developing relevant initiatives and goals to enhance the community's tax base and a proven track record of successfully working with economic development organizations, governments and community stakeholders.

**Key Responsibilities.** The President will be responsible for coordinating all economic development strategies, prospect visits, existing industry and business expansions, and product management; continuously building upon a creative target marketing action plan to attract specific sector related businesses such as advanced manufacturing, healthcare, technology and fintech in order to build a diverse tax base and blend of local businesses; and oversight of all marketing platforms for economic development for Carroll Tomorrow.

The chosen professional will also serve as a leader and innovator in building a strong and viable business environment through pro-business legislation that will impact the overall success of businesses in the community.

In terms of fiscal management, the new leader will be responsible for fiscal management of Carroll Tomorrow and the Carroll County Chamber of Commerce as approved by the respective Boards.

**How To Apply.** For more information regarding the executive search process for the President and CEO position with Carroll Tomorrow, please contact Tim Chason at 404.735-0540 or Randy Cardoza at 404.661.9438. A cover letter and resume may be uploaded at [www.thechasongroup.com](http://www.thechasongroup.com). The deadline for materials to be submitted is April 30, 2021. The anticipated start date for the position is July 2021.