

# Mecklenburg County

## Advisory Boards, Committees and Commissions

### Board Appointments Due

Renewals From 7/1/2018 To 7/31/2018

#### HISTORIC LANDMARKS COMMISSION

Number of BOCC Members: 6

Term Length in Years: 3

#### Purpose

The Historic Landmark Commission is to insure the preservation of any property that embodies elements of the cultural, social, economic, political, or architectural history of Charlotte and Mecklenburg County for the education, pleasure and enhancement of the residents of the City and County. Appointments are made for three-year terms with no one serving more than two consecutive full terms.

#### Qualifications

A majority of the members must have demonstrated special interest, experience or education in history or architecture. Must be a resident of Mecklenburg County.

#### Special Notes REAPPOINTMENTS NEEDED FOR:

Two (2) three-year terms expiring July 31, 2021

Akadius Berry and Laura Hoover are eligible for reappointment.

#### 2 Appointment(s) For 3 Year Term:

Name	Qualifications	Appointed:	Expires	Eligibility
Berry, Akadius	(BOCC)	5/15/2018	07/31/2018	Eligible for Reappointment
Hoover, Laura	(BOCC)	9/1/2015	07/31/2018	Eligible for Reappointment

#### HISTORIC LANDMARKS COMMISSION Applicants:

Name	BOCC Dist	Qualifications	Race/Sex
Clarke, Brian	2	(BOCC)	W / M

#### HISTORIC LANDMARKS COMMISSION Members:

Name (* = Chairman)	BOCC Dist	Qualifications	Race/Sex	Appointed	Expires	Elig Code	Expired Position
Althouse, Diane	5	(BOCC)	W / F	8/2/2017	7/31/2020	EL	
Berry, Akadius	2	(BOCC)	B / M	5/15/2018	7/31/2018	EL	<==
Clark, Nathan	4	(BOCC)	W / M	8/5/2014	7/31/2020	NE	
Egan, Thomas	4	(BOCC)	W / M	8/2/2017	7/31/2020	EL	
Higdon, Penny	6	(BOCC)	W / F	7/6/2016	7/31/2019	EL	
Hoover, Laura	5	(BOCC)	W / F	9/1/2015	7/31/2018	EL	<==
Hughes, William	2	(CITY)	B / M	2/26/2018	6/16/2020	EL	
Norman, Leonard	5	(CITY)	W / M	6/16/2017	7/16/2020	EL	
Schulz, Jonathan	5	(CITY)	U / M	11/14/2016	7/16/2021	EL	

**Mecklenburg County**  
**Advisory Boards, Committees and Commissions**  
**Board Appointments Due**

Renewals From 7/1/2018 To 7/31/2018

**HISTORIC LANDMARKS COMMISSION Members:**

Name (* = Chairman)	BOCC Dist	Qualifications	Race/Sex	Appointed	Expires	Elig Code	Expired Position
Wilson, Edwin	2	(CITY)	W / M	7/17/2018	7/16/2021	EL	

# ***HISTORIC LANDMARKS COMMISSION***

***Eligible for Reappointment***



## Mecklenburg County Advisory Board Application

- **Name of Advisory Board:** Historic Landmarks Commission
- **Name:** Akadius Berry
- **Home address:** 2812 Lasalle St
- **City:** Charlotte
- **Zip code:** 28216
- **Home Phone:** 214-564-5656
- **Work Phone:** 704-802-9026
- **Email:** [aaberry@gmail.com](mailto:aaberry@gmail.com)
- **Occupation:** Marketing
- **Place of employment:** Charter Communications - Spectrum Enterprise
- **Race:** Black
- **Sex:** Male
- **Age:** 35
- **Hours per month available for position:** 20
- **County advisory board currently serving on:**
- **Expiration date:**
- **Education:** BBA - Howard University; MBA - Tennessee State University
- **How did you learn of this vacancy?** Other -- Committee member
- **If you selected Other, please explain:**
- **Business and civic experience:** Director of Marketing, Lead Generations at Spectrum Enterprise November 2017 - Present Director of Marketing at Corning Optical Communications February 2016 - Present Leader of North American marketing organization. Responsible for the development and activation of strategic marketing plans and promotions to increase brand positioning, generate leads and enable sales. Manage product/solution strategies targeting industry verticals and growth segments. Accountable for the ideation, management and execution of customer experience programs throughout the customer lifecycle, including onboarding, early life, customer engagement/education, loyalty, referral and customer communications. Sr. Manager, Global Marketing - Growth Segments at Corning Optical Communications November 2015 - February 2016 (4 months) Developed and executed global marketing strategy for industry verticals, growth segments and applications. Executed key product launches and provided thought leadership/process/coaching associated with competitive/business intelligence, value prop development, audience appropriate messages, etc. Created VOC rich content and collateral. Manager, Product Marketing at Time Warner Cable August 2015 - November 2015 (4 months) Developed product marketing plans and, tactics for new and existing Business Class products and services, including Internet, Voice, Network Services and TV product lines. Create marketing plans to support the launch of new products –



including all campaign elements, collateral and supporting material such as invoice updates and web content. Marketing Manager at TOSHIBA Global Commerce Solutions, Inc. August 2012 - April 2015 (2 years 9 months) Develop tactical strategies for global demand generation; work closely with sales to identify key opportunities and focus areas - analyze industry data. Leverage CRM /marketing automation applications including Seibel and Pardot to deploy and track marketing, communications and programs. Marketing Manager at IBM Retail Store Solutions / Toshiba Global Commerce Solutions June 2012 - April 2015 (2 years 11 months) Develop tactical strategies for global demand generation; work closely with sales to identify key opportunities and focus areas - analyze industry data. Leverage CRM /marketing automation applications including Seibel and Pardot to deploy and track marketing, communications and programs. Coordinate global marketing teams, budgets, assets, communications and campaigns targeting Toshiba business partners and retail customers. Provide recommendations to senior leadership regarding geo specific marketing operations, expenditures. Created company's Small Business Program, established program perimeters, ecosystem, pricing, promotional and go-to-market strategy. Established the business case, test/use case and ongoing case study. Design and produce digital content and promotional assets including: press releases, sales kits, case studies, product images (manage environment photo-shoots) and promotional opportunities, e.g., branded events and webinars. Develop presentations for and deliver sales pitches and business cases to senior leadership, external board members and business partners. Establish and maintain sustainable relationships and strategic alliances, negotiate contract details, leverage assets and cross-promotion via strategic partners, digital media and sponsorship opportunities. Liaison to the Board of Directors of the International Retail User Group; manage relationships, contracts, focus groups, industry events, communications and sponsorships. Marketing Analyst at IBM April 2011 - May 2012 (1 year 2 months) • Analyzed clients' sales trends, historic market size and share data to forecast future sales and estimate clients' inventory levels; analyses are used to assess clients' future demand, internal productions capabilities and revenue goals

- **Areas of expertise and interests/skills:** Marketing - Budgeting and Plan - Market Analysis - Public Finance
- **Am I a current vendor with Mecklenburg County?** No
- **County Commission District:** 2
- **I, hereby, authorize Mecklenburg County to verify all information included in this application. I certify that the information contained in this application is true and correct according to the best of my knowledge and belief. I understand that this application is subject to the N.C. Public Records Law (NCGS 132-1) and may be released upon request. I agree**
- **Signature of applicant:** Akadius A. Berry
- **Date:** 5/8/2018

# A. Ahmad Berry

Director of Marketing

aaberry@gmail.com

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## Summary

Accomplished, marketing and business development professional with significant experience in creating strategies for demand generation, loyalty, retention and voice of customer process. Proven ability to partner with executives and senior leaders to develop actionable business plans that are integrated and aligned with go-to-market strategies. I bring a wealth of experience in many different areas of marketing – creative, scientific and tactical.

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## Experience

Director of Marketing, Lead Generations at Spectrum Enterprise  
November 2017 - Present

Director of Marketing at Corning Optical Communications  
February 2016 - Present

Leader of North American marketing organization. Responsible for the development and activation of strategic marketing plans and promotions to increase brand positioning, generate leads and enable sales. Manage product/solution strategies targeting industry verticals and growth segments. Accountable for the ideation, management and execution of customer experience programs throughout the customer lifecycle, including onboarding, early life, customer engagement/education, loyalty, referral and customer communications.

Sr. Manager, Global Marketing - Growth Segments at Corning Optical Communications  
November 2015 - February 2016 (4 months)

Developed and executed global marketing strategy for industry verticals, growth segments and applications. Executed key product launches and provided thought leadership/process/coaching associated with competitive/business intelligence, value prop development, audience appropriate messages, etc. Created VOC rich content and collateral.

Manager, Product Marketing at Time Warner Cable  
August 2015 - November 2015 (4 months)

Developed product marketing plans and, tactics for new and existing Business Class products and services, including Internet, Voice, Network Services and TV product lines. Create marketing plans to support the launch of new products – including all campaign elements, collateral and supporting material such as invoice updates and web content.

Marketing Manager at TOSHIBA Global Commerce Solutions, Inc

August 2012 - April 2015 (2 years 9 months)

Develop tactical strategies for global demand generation; work closely with sales to identify key opportunities and focus areas - analyze industry data. Leverage CRM /marketing automation applications including Seibel and Pardot to deploy and track marketing, communications and programs.

Marketing Manager at IBM Retail Store Solutions / Toshiba Global Commerce Solutions

June 2012 - April 2015 (2 years 11 months)

Develop tactical strategies for global demand generation; work closely with sales to identify key opportunities and focus areas - analyze industry data. Leverage CRM /marketing automation applications including Seibel and Pardot to deploy and track marketing, communications and programs.

Coordinate global marketing teams, budgets, assets, communications and campaigns targeting Toshiba business partners and retail customers. Provide recommendations to senior leadership regarding geo specific marketing operations, expenditures

Created company's Small Business Program, established program perimeters, ecosystem, pricing, promotional and go-to-market strategy. Established the business case, test/use case and ongoing case study.

Design and produce digital content and promotional assets including: press releases, sales kits, case studies, product images (manage environment photo-shoots) and promotional opportunities, e.g., branded events and webinars.

Develop presentations for and deliver sales pitches and business cases to senior leadership, external board members and business partners. Establish and maintain sustainable relationships and strategic alliances, negotiate contract details, leverage assets and cross-promotion via strategic partners, digital media and sponsorship opportunities.

Liaison to the Board of Directors of the International Retail User Group; manage relationships, contracts, focus groups, industry events, communications and sponsorships.

Marketing Analyst at IBM

April 2011 - May 2012 (1 year 2 months)

- Analyzed clients' sales trends, historic market size and share data to forecast future sales and estimate clients' inventory levels; analyses are used to assess clients' future demand, internal productions capabilities and revenue goals



- Created decision-making models and ad-hoc analyses, via Excel, to depict production scenarios and P&L; models are used to support contract negotiations and determine future manufacturing needs
- Improved the forecasting planning process by initiating new techniques to determine market data more accurately

**Project Manager at Tennessee State University**

December 2009 - September 2010 (10 months)

- Managed grant funds designated for research and service delivery for the Governor's Highway Safety Office (GHSO) and the National Highway Traffic Safety Administration (NHTSA).
- Conducted research including observations and surveys, analyzed data using advanced statistical analysis and provided detailed reports on the findings.

**Internal Consultant at Emdeon**

June 2009 - August 2009 (3 months)

- Analyzed company's historic, commercial business and fiscal data to develop financial models and scenarios used to evaluate the profitability of moving into the government sector.
- Developed a database used to catalog and cross-reference government RFPs as part of the American Recovery and Reinvestment Act of 2009; identified strategic opportunities and provided recommendations.

**Accelerator - Summer Business Institute Coach at Vanderbilt University - Owen Graduate School of Management**

March 2009 - June 2009 (4 months)

**Fiscal Analyst at Tennessee State University**

September 2007 - May 2009 (1 year 9 months)

**MBA Intern at JPMorgan Chase**

May 2008 - August 2008 (4 months)

- Conducted competitive analysis evaluating credit card rewards. Identified key competitors and best practices regarding travel rewards and online redemption, results were used for benchmarking services and offerings of rewards platform.
- Created decision-making analysis models, using Excel, used to support contract negotiations with potential marketing partners, provided recommendations regarding P&L, and revenue sharing.
- Collaborated with senior executives to value market potential of an innovative credit card product, designed a cross-channel marketing strategy; responsible for synthesizing and analyzing quantitative data

**Marketing Specialist at FedEx Services**

January 2005 - August 2007 (2 years 8 months)



- Enhanced strategy targeting minority and women segments by identifying key geographical markets, establishing partnership that increased customer pipeline, building data infrastructure to manage the pipeline and leveraging the retail footprint, and creating messaging that was culturally centric and/or in-language.
- Established and managed corporate alliances by cultivating sustainable relationships, negotiating contract details and executing go-to-market campaigns to promote alliance offerings.
- Managed A&P budget, advertising agencies, media firms, and event support agencies, resulting in print ads targeting over 500K magazine subscribers, radio commercials in target markets, and effective sponsorship of various events.
- Coordinated market research including: market segmentation, zip code analysis, market valuations, P&L analysis, spend analysis, analysis of syndicated research, data querying via SQL, and GQL, created DM models via Excel; research used to optimize sales initiatives.

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## Education

Tennessee State University

MBA, Business, 2007 - 2008

Howard University

BBA, Marketing, 2001 - 2004

Jesuit College Preparatory School of Dallas

1997 - 2001

Tennessee State University

Ph. D, Public Administration, 2009

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**A. Ahmad Berry**

Director of Marketing

[aaberry@gmail.com](mailto:aaberry@gmail.com)

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**Linked** 

[Contact A. Ahmad on LinkedIn](#)



## Mecklenburg County Advisory Board Application

- **Name of Advisory Board:** Charlotte Mecklenburg Historic Landmarks Commission
- **Name:** Laura Hoover
- **Home address:** 2950 Selwyn Ave
- **City:** Charlotte
- **Zip code:** 28209
- **Home Phone:** 8284061572
- **Work Phone:** 8284061572
- **E-Mail:** [lhoover@d3studio.com](mailto:lhoover@d3studio.com)
- **Occupation:** Interior Design
- **Place of employment:** d3 Studio
- **Race:** White
- **Sex:** Female
- **Age:** 32
- **Hours per month available for position:** 10
- **County advisory board currently serving on:**
- **Expiration date:**
- **Education:** B.S. Interior Design, Appalachian State University
- **How did you learn of this vacancy?** Other
- **If you selected Other, please explain:** Members of the Commission informed me and Mary Dominick emailed me on June 23rd
- **Business and civic experience:** I am currently a part of the Design Review Committee for the Historic Landmarks Commission. I also have served on committees for Mecklenburg Building Standards as an Architectural representative for the development of CTAC electronic permitting.
- **Areas of expertise and interests/skills:** I am the Director of Interiors for a Commercial Architecture firm and I work heavily with the Architectural portion of projects as well as the design. I have permitted multiple projects through the Historic Landmarks Commission so I am familiar with the process from a customer point of view. I also serve on the design review committee and ideally I would be able to serve more on the full Commission. I have always had a passion for Historic Preservation and I am interested in bringing awareness to younger generations. I love Charlotte and would like to be involved in the future of the city.
- **County Commission District:** 5
- **Signature of applicant:** Laura Hoover
- **Date:** 06/26/2015



# ***HISTORIC LANDMARKS COMMISSION***

***Applicant***



## Mecklenburg County Advisory Board Application

- **Name of Advisory Board:** Historic Landmarks Commission
- **Name:** Brian Clarke
- **Home address:** 10124 Walkers Ferry Rd
- **City:** Charlotte
- **Zip code:** 28278
- **Home Phone:** 704-724-9429
- **Work Phone:** 704-724-9429
- **Email:** [bclarke.lawprawf@gmail.com](mailto:bclarke.lawprawf@gmail.com)
- **Occupation:** Professor
- **Place of employment:** Western Carolina University
- **Race:** White
- **Sex:** Male
- **Age:** 44
- **Hours per month available for position:** 10
- **County advisory board currently serving on:**
- **Expiration date:**
- **Education:** BA (History), UNC Chapel Hill; JD, Washington & Lee Univ. School of Law
- **How did you learn of this vacancy?** Other
- **If you selected Other, please explain:**
- **Business and civic experience:** Practiced law in Greensboro (1999-2007) and Charlotte (2007-2011); faculty of Charlotte School of Law, 2011-2016; faculty of Western Carolina Univ. College of Business, 2016-present. Board Member, Historic Charlotte (2007-2011); Preservation Greensboro (2001-2007). Board Member (and President), Legal Aid of NC/Central Carolina Legal Services (2000-2006 or so)
- **Areas of expertise and interests/skills:** Professionally, I am an expert in labor and employment law and civil procedure. I am also an avid history and historic preservation buff. I have been restoring a historic home in Mecklenburg County for the last 2.5 years. I conducted historical research on the property and wrote the reports necessary to secure Historic Landmark status. I am very familiar with the Historic Landmarks Commission and its standards.
- **County Commission District:** 2
- **Signature of applicant:** Brian S. Clarke
- **Date:** 08/02/2017