

INDIAN RIVER COUNTY APPLICATION
FOR COMMITTEE APPOINTMENT

Name: CARTER S.O. TAYLOR

Date: 7/12/2017

Full Name: CARTER SEARS DELL TAYLOR

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Street Address (No P.O. Boxes): 2235 SILVER SANDS CT., VERO BEACH, FL 32963

Home Phone: 772 539-0102

Work Phone: 772 675 4700

Cell Phone: 772 559 5766

How long have you been a resident of Indian River County? 2002

Are you a full or part time resident? Check one: Full Time Part Time

Please list current employer or business. If retired, please list any business experience that may be applicable to the committee.

PRET PRESIDENT + CEO, PERFORMANCE DIRECT, INC., ATLANTA, GA.; PERFORMANCE ANALYTICS, INC. MARKETING AUTOMATION AND ADVANCED ANALYTICS.
CURRENT PRESIDENT, INDIAN RIVER NEIGHBORHOOD ASSOC., INC.

Please list any licenses you presently hold:

NONE

Please list any organization of which you are currently a member:

IRNA

Please list any other committees or boards you currently sit on:

1. NONE in public sector
2. IRNA - NOT-FOR-PROFIT.

Continued on next page

Place a check mark next to the committee(s) you would like to serve on:

AFFORDABLE HOUSING ADVISORY COMMITTEE	<input type="checkbox"/>
AGRICULTURE ADVISORY COMMITTEE	<input type="checkbox"/>
BEACH & SHORE PRESERVATION ADVISORY COMMITTEE	<input type="checkbox"/>
CHILDREN'S SERVICES ADVISORY COMMITTEE	<input type="checkbox"/>
CODE ENFORCEMENT BOARD	<input type="checkbox"/>
COMMUNITY DEVELOPMENT BLOCK GRANT	<input type="checkbox"/>
CONSTRUCTION BOARD OF ADJUSTMENT & APPEALS	<input type="checkbox"/>
ECONOMIC DEVELOPMENT COUNCIL	<input type="checkbox"/>
ENTERPRISE ZONE DEVELOPMENT AGENCY	<input type="checkbox"/>
ENVIRONMENTAL CONTROL HEARING BOARD	<input type="checkbox"/>
MPO BICYCLE ADVISORY COMMITTEE	<input type="checkbox"/>
MPO CITIZEN ADVISORY COMMITTEE	<input checked="" type="checkbox"/>
NEIGHBORHOOD STABILIZATION PROGRAM – CITIZEN ADVISORY TASK FORCE	<input type="checkbox"/>
PLANNING & ZONING COMMISSION	<input type="checkbox"/>
SCHOOL PLANNING CITIZEN OVERSIGHT COMMITTEE	<input type="checkbox"/>
TOURIST DEVELOPMENT COUNCIL	<input type="checkbox"/>
TRANSPORTATION DISADVANTAGED LOCAL COORDINATING BOARD	<input type="checkbox"/>
TREASURE COAST REGIONAL PLANNING COUNCIL – COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY	<input type="checkbox"/>

NEW PSEC (committee not yet named).

✓

Please print and return the completed application, along with a current resume, to the Board of County Commission office, 1801 27th Street, Vero Beach, FL. 32960, or by fax at 772-770-5334. Please note: All applications are kept on file for 6 months.

Print



2235 Silver Sands Ct. • Vero Beach, Florida 32963

772 559-5766 (M) • 772 539-0102 (H)

csdtaylor@hotmail.com

Carter S. D. Taylor

Objective: Leverage experience, analytical skill set, and entrepreneurial problem-solving abilities to grow an established company.

Professional Attributes:

- **Strategic.** Approaches business planning like a chess player. Effort is no substitute for a sound plan. Successfully developed several business concepts, including the micro-multinational.
- **Problem-solver.** Excellent combination of skills to define, or re-define the essence of a problem or opportunity. Entrepreneurial success was based on ability to solve problems others could not.
- **Disciplined.** Superior focus on solving a challenge or capturing an opportunity. Making true progress requires perseverance.
- **Energetic.** Approaches goals with unusual effort and enthusiasm.
- **Teamwork.** Values every contributor to group effort, appreciates diverse skill sets on a team, and celebrates the success of others.
- **Thought-leadership.** Excellent ability to articulate a vision of how it ought to be. Enlist customers, collaborators and others in that vision. Imbue teams with genuine excitement to conquer challenges.

Technical Skills:

Visual C#.net (C++, C), SQL Server, SSIS integration, Spatial, PostgreSQL/PostGIS, MySQL, Visual Basic.net, Microsoft Office Automation (VBA), Excel, Word, PowerPoint, Publisher, ArcGIS, QGIS, R programming language, SPSS, QuickBooks. Windows Server/Desktop administration, Ubuntu (Linux).

Experience:

ERI Holdings Corp., W. Melbourne, FL, *Founder, Vice-President*, September, 2012 – September, 2015

Development-stage renewable energy company focused initially on efficient “smart” buildings in Central Florida, and solar energy development.

Exclusive Licensee Central Florida (Tampa, Orlando, and Space Coast) for Distech Controls, award-winning building automation developer

Performance Direct, Inc., Atlanta, GA, *President/CEO*, April, 1994 - January, 2013

Founder and hands-on manager of full-service direct-response marketing boutique specializing in large-scale, complex, custom information management, analysis and consulting services for Fortune-50 and government sector clients.

- Responsible for all aspects of business concept, strategy, planning, development, strategic partnerships, and execution.

- Drove development of innovative business model combining cutting-edge technology, deep automation strategy, and pioneering multinational business and operating structure.

Accomplishments and responsibilities:

- Reduced a complex 40-day business process to a 48-hour automated process.
- Achieved gross margins of 80% through relentless pursuit of business process automation.
- Zero defect service history over 15 years.
- Responsible for organizing all data for outbound direct mail for largest-volume direct mailer in the world.
- Company was Republican National Committee (RNC) vendor for political direct mail in Georgia.
- Pioneered development of offshore remote business services.
- Played key analytical-support role as Consultant to plaintiffs in the landmark *Miller v. Johnson* Supreme Court case, and in the State of Georgia investigation of Fleet Finance, Inc.
- Developed diversified client base that included:
 - **Telecommunications:** AT&T, BellSouth, Qwest. Managed 20k+ mail segments and >100m pieces of direct mail per year.
 - **Automotive:** Toyota Southeast Dealers' Association, Subaru North America.
 - **Finance:** Fidelity National Corporation, Citibank, SunTrust Banks, Inc., SunTrust Mortgage, Inc., SouthTrust Corporation (now Wells Fargo), SouthTrust Mortgage, BankSouth (now Wells Fargo) .
 - **Government/Political:** Republican National Committee, Governor of Georgia, Attorney General of Georgia, Insurance Commissioner of Georgia.
 - **Healthcare:** Children's' Health Care System, Atlanta.
 - **Other:** United Parcel, Southern Company, Remy-Cointreau, and several others.

Taylor & Company, Inc., Atlanta, GA, *President/CEO*, April, 1987 - October, 1994

Founder of information services company that provided data management and analytics, commercial printing, lettershop, and consulting services. The company grew to include 35 employees, located in a 15,000 sq. ft. facility in midtown Atlanta, GA.

- Leading vendor of political direct mail in Georgia.
- Clients included PaineWebber Real Estate Securities, Inc. (PWRES), BellSouth, RNC, DNC, Republicans for Georgia, BankSouth, United Parcel Service, Six Flags, Atlanta Symphony Orchestra, Delta Airlines, State Bar of Georgia.
- Sold business to DataDirect, Inc. in 1994.

N. W. Altemus & Co., Philadelphia, PA, *Research Associate*, September, 1983 - December, 1985

Ergon, Inc., Jackson, MS, *Research Analyst*, 1982-1983.

Statistical model development for refinery hedging and oil trading..

Community:

Harbor View, Vero Beach, FL, *President*, January, 2013 - January, 2015; *Director*, 2011 - Present.

- Reduced Operating Expense 20% over prior year
 - Replaced all vendors and management company
 - Redefined work specifications
 - Overhauled insurance coverage
 - Fully Funded reserves while reducing dues by 10%
 - Led vote to rename Harbor Inn as Harbor View

Haverford Leadership Council, Haverford, PA *Member*, 2007-2009

Strategic planning and review body of leading private boy's preparatory school founded in 1884

Indian River Neighborhood Association, Vero Beach, FL, *President*, 2017-present; *Chairman*, Executive Committee, 2017-present, *Vice-Chairman*, Executive Committee, 2014 – 2017; *Chairman*, Land-Use Committee, 2016-present, *Member*, Lagoon Committee, 2013 – Present.

Leader of leading civic group. Public face of the organization on broadcast media, public meetings and hearings. Lobbyist, public policy issues at County and State level.

University of Pennsylvania, Secondary School Committee, Atlanta, *Member*, 2006 - present

Responsible for interviewing candidates for admission to leading Ivy-League university

Silver Sands Property Owners' Association, Vero Beach, FL, *President*, 2010 - Present

South Beach Property Owners' Association, Vero Beach, FL, *Treasurer*, 2015-August, 2016, *Director*, 2011 – August, 2016; Spokesperson for SBPOA at public meetings and hearings.

Trinity Episcopal Church, Vero Beach, FL, *Treasurer (CFO)*, Member of Vestry (Trustee), February, 2012 - May, 2013

- *Member of the Executive Committee*
- *Chairman of the Finance Committee*. Responsible for Balance Sheet matters including investment management

Education:

Wharton School of Finance and Commerce, University of Pennsylvania, *B. S. Economics*.

Major: International Business (Finance).

The Haverford School, (College Preparatory School)