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## Founders



CEO \$35 billion State of Georgia for 8 years  
Recruited over 2,000 new companies to expand in Georgia  
Saved \$800 million through improved management  
Maintained AAA bond rating during worst recession in history

## Sonny Perdue

Sonny Perdue, a founding partner of Perdue Partners, LLC, served as Georgia's 81st Governor and is the owner of a successful commodity trading company and logistics company in the southeast. On October 26, 2010 *Governing Magazine* named Governor Perdue a Public Official of the Year for his outstanding leadership. Reason Foundation's 2009 *Innovators in Action Magazine* recognized Governor Perdue as a leader who "aggressively pursued new strategies to increase the effectiveness and efficiency of government and deliver better value at less cost to taxpayers". And in 2008 the Pew Center on the States ranked Georgia among the best managed states in the nation emphasizing the value and impact of improvements made by Governor Perdue's Commission for a New Georgia.

Sonny Perdue served as Georgia's Governor from January 2003 until January 2011. Governor Perdue's firm belief that effective management is fundamental to good government brought significant reforms to the State budget which focused priorities and cut wasteful spending. In 2003 Governor Perdue created the Commission for a New Georgia, populated by 400 of Georgia's top business leaders, to improve the effectiveness, efficiency, accountability and culture of public service. The Commission for a New Georgia made and implemented 130 recommendations and inspired the book *Smart Government: Bureaucracy with a Business Brain*.

Under Governor Perdue's leadership Georgia produced dramatic results in creating a safer, growing, more educated Georgia. Perdue promoted Georgia around the world, visiting companies and governments in 25 countries to bring unprecedented new business to the state, including the relocation of two Fortune 500 company headquarters, a new automotive assembly plant and a new Global 100 manufacturing operation. The nation's first enterprise-wide state government customer service program was created in Georgia. High School graduation rates increased from 63.3% to 80.8%. And despite the most challenging economic environment in the state's history, Georgia held its position as 49th in state government spending per capita.

Prior to becoming Governor, Perdue served as a state senator for 11 years and was recognized as a leading authority on numerous issues including agriculture, transportation, emerging technologies and economic development. After earning a doctorate in veterinary medicine from the University of Georgia and serving as a Captain in the United States Air Force, Perdue became a successful business owner, concentrating in agribusiness

and transportation logistics.



Turnaround agent for multiple Fortune 500 companies

Successfully managed some of the most recognized consumer brands in America — Reebok, Sara Lee and Haggar

Experienced in Global Supply Chain Logistics

## David A. Perdue

David Perdue, a founding partner, of Perdue Partners LLC, has enjoyed a 39-year career in retail and branded consumer products. His career, which was focused on international consumerism, required him to live in France, Singapore and Hong Kong as well as several locations within the U.S. During his career, Perdue served as Chairman and CEO of Dollar General., a Fortune 500 Company, with oversight of 8,500 stores nationwide. He was Chairman and CEO of Pillowtex, a textile manufacturing company. He also served as President and CEO of the Reebok brand and is credited with revitalizing the athletic brand in the early 2000s. Mr. Perdue served as a Senior Vice President of Haggar Inc., and was Senior Vice President of Asia Operations for Sara Lee, where he established the firm's first Asia headquarters.



Generated a 14% increase in corporate recruitments and expansions  
Set a historic record on international exports  
Negotiated locations of Fortune 500 and Global 100 Companies to Georgia

## Heidi L. Green

Heidi Green, a founding partner of Perdue Partners, LLC, is an experienced economic development professional working with companies and governments around the world to implement growth strategies. She recently concluded four years with the Georgia Department of Economic Development (GDEcD), serving as Deputy Commissioner of Global Commerce and then Commissioner. While at GDEcD, Ms. Green managed a staff of 200 people and an annual budget of \$27 million. Under her management the Global Commerce team was reorganized into industry clusters to better serve clients, systems and business operations were streamlined to adjust to a 25% reduction in budget appropriations and a new four-year \$10 million international marketing campaign was launched. Despite budget reductions, GDEcD attracted more 65,000 new jobs to the state under her tenure. She led the agency's work to grow Georgia's small business and international trade sectors as well as its global,

national and statewide market penetration.

Prior to joining GDEcD, Ms. Green served as Governor Sonny Perdue's Director of Intergovernmental Affairs for five years. She managed relationships between federal departments and elected officials, state agencies and local governments. In addition to serving as a senior advisor to Governor Perdue on issues such as economic development, transportation, water management and healthcare, she represented the Governor's office in regional and national organizations. She was appointed to the 2003 G-8 Summit Planning Committee and led Perdue's 2004 Southern Governors' Chairmanship.

After beginning her career in government affairs in Washington D.C. in the office of Congressman Bill Thomas, in 1998 Ms. Green became Projects Director for Senator Paul Coverdell and served on Senator Saxby Chambliss' campaign staff in 2002. Her background also includes experience as account manager at the P.H. Prochnow Group in Washington, a fundraising consulting firm.

Ms. Green is a member of the UGA College of Agricultural & Environmental Sciences Advisory Council. She was named one of Georgia Trend's "40 under 40". Her work on major projects for the Georgia has been recognized with numerous economic development awards by major trade and business publications during the last three years. Ms. Green holds a Bachelor's degree in International Affairs from Lewis & Clark College in Portland, Oregon and a Master's degree in Business Administration from George Washington University in Washington, D.C.



Managed a \$35 billion enterprise budget  
Developed enterprise IT systems for better customer service

## Implemented first Integrated Enterprise Strategic Plan

### Trey Childress

Trey Childress, a founding partner in Perdue Partners, LLC, served as the Chief Operating Officer (COO) for the State of Georgia for two Governors where he was responsible for leadership and supervision of Georgia's 50 state departments, agencies and their boards and commissions. Prior to being named as COO, Mr. Childress served as the Director of the Governor's Office of Planning & Budget, responsible for the State's \$35 billion budget, annual capital outlay portfolio of \$1 billion and strategic planning. In these roles, Mr. Childress has provided critical financial leadership for the state during the most significant decline in state revenues since the 1930s, leading reorganizations and business process reforms improving customer service and operational efficiencies. With his leadership, Georgia maintained its AAA bond rating during unprecedented financial challenges and reformed Medicaid for over \$3 billion in savings.

Mr. Childress previously served as Senior Advisor and Director of Policy for the Office of the Governor with the successful passage of over 30 signature policy initiatives in education, health care, transportation, taxation and natural resources with over 90% average approval from the Georgia General Assembly. He began his career in public service working with the former Information Technology Policy Council, the newly formed Georgia Technology Authority and the Office of Planning & Budget.

Mr. Childress serves as Vice-Chairman of Georgia Regents University Board of Visitors and on the Georgia Tech Ivan College Board of Advisors. He has served as Director for the Georgia Ports Authority, Chairman of the Hands On Georgia Board of Directors, Vice-Chairman for the State Road & Tollway Authority Board, and Secretary and Director on the OneGeorgia Authority Board.

Mr. Childress earned a Masters of Science in Public Policy, a Bachelors of Science in Industrial & Systems Engineering and a Bachelors of Science in International Affairs from the Georgia Institute of Technology in Atlanta.

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