
TECHNOLOGY LEADERSHIP COUNCIL

Opportunity

MAC's New Economy Task Force, launched in 2009, identified that Georgia has all the key ingredients for successfully growing its technology community.

Atlanta is among the fastest-growing high-technology metro areas in the nation – with technology companies employing nearly **200,000** technology workers.

And the potential for new growth is huge. With a solid base of software, Internet security, transaction-processing, digital content and distribution, and wireless companies as well as more than 20 incubators, Atlanta is a high-tech center for innovation and a robust ecosystem for high-tech startups.

Technology stars here include AT&T, Cox Enterprises, IBM Corp., General Electric, Siemens, Verizon Wireless, Turner Broadcasting, ADP, Global Payments, First Data, NCR, Cisco, Google, Equifax, HP, Sony Ericsson, SecureWorks and many other fine technology companies.

We will focus on growing the following **sub-clusters** in technology:

- digital content and distribution (media, Internet services, VOIP, gaming, social media, film and music)
- Internet security (malware, virus, botnets)
- software (development, applications, IT, engineering, SaaS, cloud computing)
- transaction processing (point-of-sale, credit-card settlement, credit reporting)
- wireless telecommunications (network, handsets, mobile applications)

History of Chamber Leadership

A decade ago, the Chamber laser-focused its economic development efforts on target industry “clusters” with the highest potential for job growth, including technology.

The Chamber’s “**Industries of the Mind**” campaign attracted nearly 100 companies and created thousands of high-paying technology and logistics-industry jobs. And in 2007, the Chamber formally launched the Technology **Marketing Council**.

In 2010, as a result of the **New Economy Task Force**, five target clusters were identified and the **Technology Leadership Council** was created with the mandate to recruit, grow and promote metro Atlanta’s high-tech community.

Technology Cluster Agenda

- **Recruit** technology companies.
- Help metro Atlanta companies achieve **organic growth**.
- Provide a library of resources to assist **technology startups**.
- **Serve** as an industry catalyst to unite the high-tech business community (public and private sectors).
- **Tell the world** about Atlanta being a center for the high-tech industry in the five targeted clusters.

Technology Leadership Council **CHAIR**



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