

**Arthur Wayne Johnson**

April 14, 2017

Honorable Members of the Board of Directors  
Hamilton County Department of Education  
3074 Hickory Valley Road  
Chattanooga, Tennessee 37421

Dear Esteemed Members of the Board:

It is a privilege to have the opportunity to submit this letter setting forth my interest in serving the Hamilton County Department of Education and its Board, the students under its care, and all other parties with a stakeholder interest in the school system of Hamilton County, as Superintendent of schools.

Throughout my life I have been passionate about education, work, service and successfully completing what I start. These aspects of my personality began early with me being a Boy Scout, then an Eagle Scout; completing an undergraduate degree, then an MBA, and a PhD; and from mowing lawns and running a paper route at age 11 to being a recognized global financial services industry leader by age 45. Currently, I am driving entrepreneurial enterprises and mentoring entrepreneurs. I am a high-energy, multi-tasking and self-motivated individual and have been described as innovative and a creative visionary that gets things done. My in-depth understanding of how to complete projects, build businesses, engineer financing, build strong teams, develop loyal relationships, and create value has allowed my career to flourish both as an entrepreneur as well as a C level executive. As my career has progressed, I have learned that helping those around me to be successful is as important – if not more important – than my own success. To this end, I enjoy continuously coaching, mentoring, building and leading teams such that dreams become realized.

At this point in my career, my goal is to engage in a position with great meaning. To fulfill on this goal, I made the decision to transition to the academic world in an education leadership role where I can bring my experience, business acumen, insights, innovation, and work effort to having a direct positive impact on people's lives and community. In preparation for this goal, I did invest my time and dedication toward obtaining a Doctorate in education leadership as a complement to my many years of business experience.

My personal style toward education leadership will be – as it has always been – through servant leadership, along with a high degree of graceful tenacity, and collaborative engagement with others.

I believe that I am a uniquely qualified candidate for this position of stewardship and leadership as Superintendent of Hamilton County schools. I have had a career focused on building companies, promoting people, and working within communities, and along the way creating a large number of jobs. As a visionary, I am someone who formulates concepts for change and growth. As a leader, I am someone who understands that only through people can organizational progress be made and that people are constantly looking for a clear plan, appropriate motivation and frequent feedback as to how well they are doing in achieving stated goals. As an individual, I have the experience and drive to make things happen, usually ahead of schedule and always within budget. I have not become successful by luck. I have worked hard, stayed focused, pursued excellence, studied, and diligently and relentlessly pushed toward the plans and goals of the organizations I have led. Other candidates may present a stronger education employment resume, but I wholeheartedly believe that my strengths will complement well those already existing within the administration and faculty of the Hamilton County schools.

The schools within Hamilton County, the governing Board of Education, Hamilton County's Board of Commissioners, along with the next Superintendent of schools clearly have a notable degree of collective work to do in order to re-establish full faith and full trust in the Hamilton County school system. I am optimistic and confident that this trust can be – and will be – renewed through a common focused dedication toward doing so by the respective elected and non-elected community leaders that have taken on this challenge. More than 40,000 of the most precious persons of Hamilton County, along with their families, depend upon this being made to happen. I wish to be an instrumental part in restoring this trust.

I have thoughtfully considered what it means to take on the responsibilities of being Superintendent of schools for Hamilton County. The Superintendent's role is a challenging lifestyle of leadership, learning, mentoring, and developing others in concert with community. I would be honored to adopt this lifestyle, and to be entrusted with using my talents, skills and experience toward bringing enhanced value to what it means to attend school and to derive an education in Hamilton County, Tennessee.

Most Sincerely,

Arthur Wayne Johnson  
PhD Education Leadership  
Master of Business Administration



# ARTHUR WAYNE JOHNSON

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## PROFILE

Dynamic and creative senior executive with extensive background in conceptualizing, developing and leading successful businesses across multiple industries. Catalyst for implementing positive change, developing strategic plans, and rapidly executing solutions to meet changing market conditions. Entrepreneurial visionary with proven intuitive and quantitative marketing expertise along with strong operational and operating skills and experience. Results-oriented leader with excellent communication, problem solving, critical thinking, decision-making, and motivational skills. Highly experienced in providing executive leadership within advanced technology environments.

## AREAS OF EXPERTISE

- Strategic Planning
- Marketing Ingenuity
- Executive Management
- Leadership & Motivation
- International Business
- Corporate Development
- P&L Management
- Operations
- Entrepreneurship

## EDUCATION

**PhD EDUCATION LEADERSHIP**, Mercer University, Atlanta, GA

**MASTER OF BUSINESS ADMINISTRATION**, Emory University, Atlanta, GA

**BACHELOR OF ARTS**, Mercer University, Macon, GA

## EXPERIENCE

**First Performance Corporation**

2013 - Present

**FOUNDER, CHAIRMAN, FORMER CEO**

Formed a business to bring to market a proprietary mobile application which allows an End User to authorize transactions, set spending limits and spending rates over a defined timeframe, limit transactions to either or both card-present and card-not-present transactions on a selected payment card (credit, debit, and general purpose reloadable cards, and all other types of payment instruments), limit to either or both of ATM transactions and payment card transactions, and limit to user selected geographic locations.

**Reunion Financial Services Corporation / Reunion Student Loan Finance Corporation**

2012 - Present

**CHIEF EXECUTIVE OFFICER**

Established a specialty finance company in order to take advantage of the underserved, premium quality credit segment of the private student loan market. Reunion targets these specific borrowers by offering them a simple process to substantially lower their monthly private student loan payment burden through a refinancing and consolidation program. In 2014, merged with Student Loan Finance Corporation, a 35+ year old student loan servicing company and formed Reunion Student Loan Finance Corporation.

**Global Education Partners, LLC & International Education Partners, LLC**

2012 - Present

**MANAGING PARTNER**

Established business to assist universities in attracting and recruiting international students. Initial efforts are focused on South America, specifically Brazil targeting the Ministry of Education's Scientific Mobility Scholarship Program, which has the objective of sending 25,000 students per year from Brazil to the US.

**BV Card Assets, Atlanta, GA**

2011 – 2012

**PRESIDENT & CEO**

Led the team to acquire an agent bank program from the FDIC including both assets and Visa/MasterCard accounts. Directed and built the business which supported over 550 agent bank credit card programs. Successfully sold the business in 2012.

TSYS, Columbus, GA

2009 – 2011

**MANAGING DIRECTOR**

Responsible for developing and packaging for product delivery the ability of TSYS, a world leading payment systems technology provider, to bring payment systems processing and full turn-key program solutions to credit unions and mid-tier banks.

- Implemented a new line of business, the TSYS Program Solutions Group; targeted to generate \$500+ million in new TSYS revenue.
- Conceptualized and created a new Group Service Provider client company for TSYS; resulting in 1,400 new potential processing customer relationships.
- Led efforts on behalf of a Group Service Provider client to acquire from the FDIC a credit card portfolio and expanded distribution channel.
- Actively engaged in leading the efforts of TSYS with regard to establishing reseller and referral relationships with payment industry leaders to include Visa, MasterCard, Discover, and multiple industry recognized Group Service Providers as well as payment system industry vendors and channel partners.

Alterra Bioenergy Resources Corporation, Macon, GA

2006 – 2009

**FOUNDER, PRESIDENT and CEO**

Conceptualized and managed the establishment, development and growth of Alterra Bioenergy Resources Corporation.

- Developed a global strategic understanding of alternative energy opportunities.
- Established a partnership relationship with the City of Plains, Georgia in cooperation with President Jimmy Carter for the purpose of building an alternative energy production and commercialization capability.
- Coordinated business practices and engineering efforts to design, construct and operate a significant scale biodiesel plant in Gordon, Georgia.
- Created high level and broad recognition for Alterra Bioenergy as a leader in the biofuels industry.
- Initiated and participated in academic research at the University of Georgia with regard to bioenergy technology and production practices.

Universal Savings Banc Holdings, Inc., Universal Savings Bank, F.A, Milwaukee, WI

2002 - 2006

**PRESIDENT & CEO**

Strategically created and operationally developed *UpFront Rewards*, a unique Visa/MasterCard credit card issuing program.

- Led and managed the marketing team of credit card professionals which generated \$750+ million in new, high FICO score credit card outstandings within twelve months.
- Led and managed the team which commercialized the transfer of proprietary credit card issuing knowledge to financial institutions outside the United States, including Brazil, Argentina and South Africa.
- Established contractual relationships with *UpFront Rewards* fulfillment partners: Dell, HP, IBM, and Callaway Golf.
- Authored and filed USA and international patent and trademark claims for *UpFront Rewards*.

Providian Financial, S.A., Providian Bank, S.A., Buenos Aires, Argentina

1999 - 2002

**PRESIDENT & CEO**

Directed the establishment of a new MasterCard and Visa issuer in Argentina and grew the business to being the number one credit card issuer in Argentina.

- Established the organizational structure and recruited the entire bi-lingual management team.
- Coordinated appropriate knowledge transfer between Providian USA and Providian Argentina.
- Engineered the acquisition of a retail banking charter from Deutsche Bank.

Financial Industry and Private Equity Consulting, Atlanta, GA

1997 - 1999

**PRINCIPAL**

Provided consulting services to USA based and international private equity and credit card companies.

- Participated in buyout negotiations and ownership transfer of international and US companies.
- Led the market repositioning of MasterCard (ArgenCard) in Argentina.



**First Data Corporation, Omaha, NE**

1992 - 1997

**EXECUTIVE VICE PRESIDENT**

Led and managed the areas of strategic planning, product development and corporate marketing.

- Provided executive management oversight to customer service and receivables management outsourcing.
- Developed and implemented the Group Service Provider model as a strategy for capturing mid-tier financial institutions as distribution partners for processing services.

**QualiTec Performance Corporation (Sold to First Data), Atlanta, GA**

1991 - 1992

**FOUNDER, CHAIRMAN & CEO**

Founded and directed the establishment of this credit services augmentation company.

- Provided executive management for services delivery to several of the nation's largest credit card issuers.
- Directed the development of a card activation product which continues to be recognized as the industry standard.
- Negotiated Cooperative Marketing Agreements with MasterCard International and Visa USA.
- Effected strategic sales of outsourced support services to major credit card issuers.
- Sold Company to First Data Resources, a division of First Data Corporation.

**INTEGRATEC, Inc., Atlanta, GA**

1987 - 1991

**FOUNDER, CHAIRMAN & CEO**

Developed this organization from inception to a 1,500 person corporation encompassing seven subsidiary companies.

- Established the concept of full turn-key outsourced program solutions for credit card issuers; working in conjunction with First Data Corporation, Total Systems and EDS.
- Partnered with PSCU to develop, launch and implement PSCU Service Centers.
- Initiated an innovative team oriented concept to bankcard, retail and healthcare receivables management.
- Directed the acquisition, servicing and sale of multi-million dollar portfolios.

**VISA USA, San Mateo, CA**

1986 - 1987

**EXECUTIVE VICE PRESIDENT**

Directed marketing, product development, finance and member relations for VISA USA.

- Established Issuer's Clearing House (ICH) which services all VISA and MasterCard member banks.
- Envisioned and initiated VISA's involvement with the Olympics and the National Football League.
- Led the development of the VISA Gold Credit Card product
- Pioneered the development of VISA debit card product.

**First Interstate Bancard, Simi Valley, CA**

1984 - 1986

**PRESIDENT & CEO**

Led the executive management team for this, the sixth largest credit card issuing company in the USA.

- Directed portfolio servicing for twenty-three (23) affiliate banks.
- Managed a 1500 person facility involving credit, collections and customer service.
- Created and implemented new banking products, which aided profitability of affiliates.
- Successfully engineered a financial and operations turnaround for this company.

**First Interstate Bancorp Results Group (Sold to First Interstate), Atlanta, GA**

1983 - 1984

**FOUNDER, PRESIDENT & CEO**

Served as chief executive of this profit and productivity improvement consulting firm.

- Established profit improvement plans for banks within the First Interstate Banking System.
- Executed acquisition analysis for credit card portfolio purchases.
- Developed innovative targeting and acquisition programs for obtaining new banking customers.

## PRIOR EXPERIENCE SUMMARY

Deloitte, Haskins & Sells (Deloitte & Touche), Atlanta, GA <b>PARTNER</b> , Served as Senior Partner for the Financial Institutions Consulting Practice.	1981 - 1983
Results International (Sold to Deloitte, Haskins & Sells), Atlanta, GA <b>FOUNDER, CHAIRMAN &amp; CEO</b> , Directed the development of this profit and productivity consulting firm.	1980 - 1981
Bank Earning International, Atlanta, GA <b>VICE PRESIDENT</b> , Conceptualized and directed strategic product development and business plans.	1979 - 1980
Peat, Marwick, Mitchell & Co (KPMG), Atlanta, GA <b>SENIOR CONSULTANT</b> , Consulted in the areas of operations and cash management and profit improvement.	1978 - 1979

## ADDITIONAL INFORMATION

- U.S. Army Captain, honorably discharged, 1978
- Real Estate Developer of Retired Living Communities
- Eagle Scout
- Chairman of United Way Campaign for Simi Valley, CA
- Recognized by State of Georgia for Jobs Creation
- Named by the Governor of Georgia to the Executive Committee on Improving Efficiency in Government for Reducing Fraud, Waste & Abuse
- Board Member, Friends of Jimmy Carter National Historical Site