

# TAMARA FOUNTAIN

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## SKILLS AND ABILITIES

- Skilled project and crisis manager
- Ability to build consensus within and across multiple organizations and platforms
- Proven leadership abilities and decision-making skills
- Exceptional analysis and problem solving skills, including vision and strategy development

## WORK EXPERIENCE

8/1/2014 TO PRESENT      City of Pensacola      *Pensacola, FL*

### CHIEF OPERATIONS OFFICER

- City Council Relations and Liaison – At a time when City Council and the Mayor's Office was in gridlock, took responsibility for ensuring City Council engagement in order to move shared visions and priorities, including personally shepherding all legislative efforts and initiatives.
- Constituent Services – Established, staffed and organized Office of Constituent Services. This office receives more than 20,000 calls annually, providing citizens and allied government officials and entities a streamlined process by which to obtain information, report problems or issues, and have concerns addressed through the 311 call center. Using this tool, legislators can have constituents' issues resolved directly and monthly reports are provided to the legislative members with details of the previous months' activities and resolutions.
- Special Projects Facilitator – Oversaw and managed various projects as assigned by the Mayor, including:
  - Led team that created master parking lease template for use in leasing city-owned parking facilities to private sector business partners.
  - Negotiated Occupy Pensacola settlement.
  - Overhauled the EDATE tax abatement process, bringing the process into compliance with State and County requirements.
- Oversight of Port Pensacola – a \$2½ million annual revenue enterprise:
  - Worked with Port Management to ensure major business expansion initiatives received the necessary support of the Administration and City Council. This included approval of a long-term lease agreement with Offshore Inland Marine for development of an on-port DeepFlex pipe manufacturing facility resulting in 150+ new full-time permanent jobs, more than \$6 million in annual payroll, and nearly \$½ billion in estimated annual sales and related economic activity.
  - Assisted Port Management in developing a public information and education campaign which successfully elevated the stature and standing of the port locally, regionally, nationally and within the port industry.
  - Exploited available funding sources (federal, state & other) to secure funds for needed on-port capital maintenance and improvements projects including dredging, berth rehabilitation projects, on-port utility improvements, etc.
- Oversight of Pensacola Energy – a \$52 million annual revenue enterprise:
  - Spearheaded legislative efforts between Pensacola Energy and City Council.
  - Worked with Pensacola Energy to build and maintain positive client and customer relations at a time when increasing fees could have resulted in negative public sentiment.
  - Pursued state-level legislative solutions to improve organizational and operational efficiency and functionality.
  - Assisted in the development and implementation of the model evaluation tool for a new pay-for-performance program modeled after similar private-sector performance-based pay

programs. The goal of the initiative was to retain and compensate employees based on performance rather than solely on longevity with the goal of implementing the program throughout all City departments and enterprises after testing and refinement.

- Oversight of Pensacola International Airport – a \$29.6 million annual revenue enterprise:
  - Working legislatively at the State level to address the 30-year restriction on lease terms for municipally owned airports in Florida in order to make airport out parcels more competitive for commercial/industrial re-development.
  - Spearheaded efforts with State officials and lobbyists to secure funding for airport infrastructure improvements required to bring the VT-MAE facility to fruition when FAA denied use of funds for the specified purpose.
  - Worked legislatively (locally and at the State level) to secure needed funding and approvals to complete property acquisitions related to the Airport Commerce Park development project.
  - Collaborated with Emagination to transition the Airport website, UpLift newsletter and other collateral materials to create a comprehensive brand identity, which received multiple ADDY awards.

7/1/2013 TO 8/1/2014      City of Pensacola      *Pensacola, FL*

#### **COMMUNICATIONS ADMINISTRATOR**

- Evaluated \$1 to \$1.5 million City master advertising contracts on behalf of all City departments and enterprises, ultimately recommending and leading the transition effort to allow departments and enterprises to selected local firms best suited to meet their individual advertising and communications needs.
- Transitioned City website to a citizen culture based platform, making it more interactive in order to encourage citizen engagement and access.
- Created “Sunshine in the City” initiative. This included bringing Barbara Peterson with First Amendment Foundation to Pensacola to train both City staff and citizens on public records laws and compliance, and standing up the City’s electronic Public Information request and response platform. This initiative resulted in the City’s website being named the 3<sup>rd</sup> most transparent municipal government website in Florida.
- Created UpWords digital newsletter for the City.
- Created and supported numerous special events.

2011 TO 7/1/2013      TWF LLC      *Navarre, FL*

#### **COMMUNICATIONS CONSULTANT/CAMPAIGN MANAGEMENT**

- Managed all aspects of multiple political campaigns
- Assisted clients with strategic planning and message development

#### **COMMUNITY INVOLVEMENT**

2008 TO 2011

#### **BOARD OF DIRECTORS, CATHOLIC CHARITIES NORTHWEST FLORIDA**

- Managed various fundraising and marketing responsibilities
- Served as the Marketing Chair for the Second Annual Starfish Charity Gala
- Served as Chairperson for the Third and Fourth Annual Starfish Charity Gala

#### **EDUCATION**

- Bachelor of Science in Business Administration Management, University of West Florida
- Received College of Business Outstanding Undergraduate Student in Management Award