

Keith T. Parker is a 5-time, award winning, transformational CEO whose leadership profile spans the country. He has transformed several organizations (one on the path to bankruptcy), to vibrant, profitable, and well-regarded businesses. His leadership has made him one of the most recognizable and sought after leaders for public speaking, corporate advising, and more recently, as a corporate director. Parker is particularly adept at building public and business support for community-wide initiatives and referendums. Due to his financial acumen developed in turning around multiple organizations, Parker has comprehensive expertise at assisting companies in identifying and addressing operational inefficiencies that lead to overall improved P&L performance.

The bulk of Parker's experience has been leading large transit agencies in major cities around the country. Parker's leadership of the Metropolitan Atlanta Regional Transit Authority (MARTA) for 2012 - 2017 won widespread acclaim as perhaps the greatest turnaround in modern local government history, helping transform what was generally recognized as the worst public transit system in the country, with enormous financial, customer service, employee, and public perception issues, into an award-winning economic powerhouse that became a major tool for attracting and retaining major corporations and events (such as the Super Bowl and World Cup) to Metro Atlanta. Most notably, Parker improved the agency's financials from a path to bankruptcy (according to an independent operational audit conducted by KPMG), to leaving the agency with an operating surplus of over a quarter billion dollars. While his experiences at MARTA were special, they were not unique. Parker enjoyed similar results running transit systems in Charlotte and San Antonio.

Most recently, Parker decided to take on a new career challenge. Since assuming the role of CEO for Goodwill of North Georgia, the largest non-profit in Metro Atlanta, Parker has led the agency to unprecedented success. Goodwill of North Georgia has dramatically increased its retail footprint (now larger than Target) and achieved its best EBITDA in the organization's history. More impressive is how the organization utilizes its profits. GNG is now the largest workforce development non-profit in Georgia, helping to train and help find employment for over 120,000 north Georgians over the past five years. While apples to apples data is sometimes difficult to come by, GNG has established itself as the #1 nonprofit in the country in helping African American men find employment. In addition, GNG is particularly adept at helping individuals with barriers to employment (disabled, formerly incarcerated, low skilled, etc.) to connect with major companies like Amazon and Home Depot as well as mid-sized and smaller organizations. In total, under Parker's leadership, GNG has moved over 50,000 Georgia families out of poverty with living wage job connections. Parker has run all the organizations he's led with a for-profit mentality. GNG, for example, enjoys an overhead rate of approximately 9.5%, one of the lowest in the nation for a large non-profit organization.

In addition to his regular day job, Parker is very active serving on for-profit, non-profit and hybrid boards. Currently, he serves as a board director with VHB Architecture and Engineering Board (\$350 million, Boston based firm), WellStar Health System (\$6 billion, Georgia based), Fifth Third Bank of Georgia Regional Advisory Board, the Executive Committee of the Metro Atlanta Chamber of Commerce, the Atlanta Community Food Bank, and others. Parker's commitment to one of his alma maters, Virginia Commonwealth University (VCU), has been noteworthy. Parker received the Alumni Star award in 2015, followed by successive appointments to the VCU Board of Visitors by Governor Terry McAuliffe (2016) and Governor Ralph Northam (2020). Parker was unanimously elected Rector and Chairman. Parker maintains connection to the transportation industry, serving

on the Boards of the ENO Center for Transportation and the American Public Transportation Foundation.

Parker is one of the most decorated leaders in Georgia. He has received dozens of awards and accolades as a transformational leader and transportation visionary. He's won multiple CEO of the year awards in multiple states. He was recognized as the nation's Outstanding Public Transportation CEO by the American Public Transportation Association. METRO Magazine named Parker as one of its 20 Most Influential People of the Decade. In 2016, Parker received a Presidential Appointment by Barack Obama to serve on the National Infrastructure Advisory Council (NIAC). In November of the same year, Governing Magazine named Parker one of the nation's eight Public Officials of the Year. Georgia Trend Magazine recognized Parker as one of Georgia's 100 Most Influential and Notable Georgians on multiple occasions. For five consecutive years, Atlanta Magazine has selected Parker to the City's Most Powerful Leaders list. Notably, Parker was selected as one of Atlanta's Most Admired CEOs by Atlanta Business Chronicle in 2017 (as CEO of MARTA) and in 2021 (as CEO of Goodwill of North Georgia), establishing him as the only person to win the award with two different companies.

Parker and his wife are natives of Virginia and have 3 children. Parker holds an MBA from the University of Richmond, as well as a Master of Urban and Regional Planning and BA in Political Science from VCU. He received certification from the American Institute of Certified Planners (AICP) and is a 2014 graduate of Leadership Atlanta.

#### PROFESSIONAL AND COMMUNITY AFFILIATIONS

- Wellstar Health System Board of Directors (2023 to present)
- Board of Visitors, Virginia Commonwealth University
  - Rector and Chairman of the Board (2019 to present)
  - Virginia Governor Ralph Northam appointee 2020
  - Virginia Governor Terry McAuliffe appointee 2016
- Board of Directors, VHB Architecture and Engineering (2019 appointee)
- Board of Directors, VCU Health Systems (2018 appointee)
- Board of Advisors, Fifth Third Bank (2018 appointee)
- Board of Directors, Atlanta Fire & Rescue Foundation (2022)
- Board of Directors, Atlanta Community Food Bank (2022)
- Board of Directors, Rotary Club of Atlanta (2022)
- National Infrastructure Advisory Council, Department of Homeland Security
  - President Barak Obama appointee (2016 to present)
- Board of Directors, Eno Center for Transportation, Washington, DC
- Board of Directors, Atlanta Convention and Visitors Bureau
- Board of Directors, Greater North Fulton Chamber of Commerce
- Board of Directors, Georgia Chamber of Commerce
- Board of Advisors, Greater Atlanta Chamber of Commerce
- Member, The 100 Black Men (Atlanta Chapter)

## **AWARDS AND RECOGNITIONS (Atlanta, GA - 2013 to present)**

- Titan 100 Hall of Fame (2024)
- The City's 500 Most Powerful Leaders, Atlanta Magazine (2019, 2020, 2021, 2022, 2023)
- Empower Atlanta Magazine Man of Power (2022)
- Georgia Titan 100 CEO (2022, 2023)
- Atlanta's Most Admired CEO, Atlanta Business Chronicle (2017, 2021)
- Community Leadership Award, In the Spirit Atlanta (2019)
- Regional Leader Award, Toastmasters International (2019)
- 100 Most Influential Atlantans, Atlanta Business Chronicle (5 times)
- 100 Most Influential Georgians, Georgia Trend Magazine (3 times)
- Community Leadership Award (Dan and Tally Sweat Award), Urban Land Institute (2018)
- Henry Hill Robinson Award for Outstanding Contributions to Real Estate Industry
  - Presented by the Atlanta Board of Commercial Realtors, 2017
- One of the Nation's 8 Public Officials of the Year, Governing Magazine (2016)
- President's Award, Association of Christian Ministers of Clayton County (2016)
- Nation's Outstanding Public Transit Manager, American Public Transportation Association (2015)
- Outstanding Alumni Award, Virginia Commonwealth University (2015)
- Public Official of the Year, Creative Loafing Magazine (2015)
- Impact Award, Atlanta Technology Partners (2015)
- Groundbreaker of the Year, Atlanta Magazine (2015)
- Institute of Transportation Engineers – Professional of the Year (2015)
- Person of the Year, Transportation Research Forum Annual Meeting (2015)
- Agency Award, Greater Atlanta Economic Alliance CSDI Legacy Awards (2015)
- CEO of the Year, Georgia Minority Business Awards (2015)
- Best in Atlanta Real Estate, Atlanta Business Chronicle (2015)
- 100 Most Influential Atlantans, Atlanta Business Chronicle (5 times)
- 100 Most Influential Georgians, Georgia Trend Magazine (3 times)
- The 10<sup>th</sup> Most Influential Person in Metro Atlanta, Atlanta Magazine (2015)
- Inspiration Award, Products Magazine (2014)
- Pedestrian-friendly Access Award, PEDS 15<sup>th</sup> Annual Golden Shoe Awards (2014)
- 20 Most Influential People of the Decade, Metro Magazine (2014)
- Performance Award, Georgia Transit Association Annual Conference (2014)
- Business of the Year/Community Workforce Award, DeKalb Chamber Apex Award (2014)
- Corporate Award, Concerned Black Clergy (2014)
- Power Player of the Year, National Black and Latino Council (2013)
- Transit Manager of the Year, Georgia Transit Association (2013)
- Man of Influence, Atlanta Business League (2013)