

**BICYCLE AND PEDESTRIAN COMMITTEE****No less than 6 shall be city residents.****3 YEAR TERM**

MEMBER	ADDRESS	PHONE#	APPT.DATE	EXPIRATION	TERM #
Erin Worrell			12/14/2021	8/26/2023	Filling unexpired term
Tom Russo			8/26/2014	8/26/2023	3
Martha Stanbrough			12/14/2021	8/26/2023	Filling unexpired term

Katie Wunder			05/11/21	8/26/2022	1
Chairman Michael D. Snow			7/24/18	8/26/2022	2
Fleet Odom			7/24/18	8/26/2022	3

John Pedersen			12/14/2021	8/26/2024	1
Kathy Winfree			4/26/2022	8/26/2024	Filling unexpired term
Christopher Walters			12/14/2021	8/26/2024	1

<b>NOTE: City Residents are highlighted in blue.</b>
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Erin Worrell has resigned. Chairman Snow recommends Thomas Vitt (Non-Resident) as replacement. This term expiration will remain for August 26, 2023.

## THOMAS VITT

Myrtle Beach, SC 29577

Home: (843)

Mobile: (843)

E-mail:

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### SUMMARY

Retired marketing and project management professional with a successful record of conception and implementation of marketing strategies for increasing sales, subscriber acquisition and customer retention. Skilled at motivating marketing and sales teams and integrating a customer-centric philosophy into operations teams and web developers. Extensive experience in marketing in highly competitive environments. In-depth experience in project management, utilizing market research in product development and new product introductions. Skilled in developing relationships with vendors, advertising agencies and alternative distribution channels.

### PROFESSIONAL EXPERIENCE

**HTC (Horry Telephone Cooperative), Conway, SC**

**1999**

Director of Marketing

March, 2000 - May, 2022

Promote consumer and business-to-business acquisition and retention strategies for the nation's largest telephone cooperative with over 100,000 broadband subscribers. Effectively integrated traditional, digital and social media into communications plan. Developed multi-level customer research to pinpoint vulnerabilities and strengths. Created umbrella marketing strategy to effectively position cooperative's wireless, cable television, broadband and voice product lines. Develop annual marketing budgets and business plans for \$200,000,000.00 (gross revenue) telecommunications business. Ultimately responsible for all customer communications, from mass media to customer newsletters. Manage a staff of 10.

- Conceived and developed branding strategy for successful fiber to the home overbuild program.
  - Achieved first year penetration of 20% in previously untapped video market.
- Introduced cooperative's first product bundle marketing initiative. Resulted in measurable retention against aggressive digital phone introduction by Time-Warner Cable, now Spectrum.

Director of Customer Operations Support

Jan, 1999 – March, 2000

Manage on-going operation of 13,000 customer Internet Service Provider (ISP). Developed budget and business plan for \$3.8 MM business unit. Established procedures to effectively expand customer web site development and hosting operation. Negotiated agreements for content partnerships. Member of Spirit Telecom Licensee Advisory Committee. Provided strategic direction for product development efforts.

- Executed content agreements with units of Disney and CBS.

**TRITON PCS (formerly Vanguard Cellular), Myrtle Beach, SC**

**1998**

Regional Manager Retail Sales

July-December, 1998

Successfully managed 9 retail locations, 2 Retail Managers and 20 Retail Sales Associates.

- Surpassed regional retail sales goals for third quarter of 1998.
- Obtained highest monthly retail activation total in region's history; 871 activations in September 1998.

**VANGUARD CELLULAR SYSTEMS,****1991-1998**Regional Director of Marketing and Retail Sales, Myrtle Beach, SC

1997-1998

Developed and executed regional marketing plans in conjunction with regional financial goals. Expanded Cellular One's retail presence throughout the region. Developed \$1,200,000 regional marketing budget for FY '98. Developed, recommended and implemented monthly sales promotions.

- Successfully acquired and integrated authorized agent locations and personnel.
- Managed design and construction of 4,000 square foot retail and service facility. Project completed on time and 10% under projected budget.
- Met or surpassed regional retail sales goals 12 of 15 months.
- Received Vanguard Sales Achievement Award for realizing 127% of revenue quota over a six-month period.

Manager of National Sales, Greensboro, NC

1994-1996

Successfully expanded Vanguard/Cellular One presence in national retail channel of distribution. Maintained goal of realistic commission structure for national retailers given existing industry environment. Managed corporate commissions department, national account administration, government sales and corporate purchasing. Total staff of nine people.

- Expanded corporate presence in major national retailers including Wal-Mart, Circuit City and Radio Shack.
- Surpassed quarterly sales goals eight of eight quarters.
- Successfully renegotiated commission concessions from major retailers. Resulted in monthly savings of 10% per transaction.
- Led Vanguard's response to Federal Government Wireless RFP.
- Received Vanguard Merit Award, 1995 and 1996.

Advertising Manager, Greensboro, NC

1991-1994

Provided in-house marketing support for developing regions by planning and executing total marketing plans for four Vanguard regions. Responsible for prospect and current customer communications. Developed compelling marketing communications for new customers while reducing churn among existing customers.

- Managed creation and implementation of multi-media campaigns in support of regional sales objectives for New England, West Virginia, Myrtle Beach and Florida Panhandle regions.
- Developed of regional marketing budgets.
- Executed regional special events including participation in Senior Tour Championship (Myrtle Beach) and Advanced Technology Seminar (West Virginia.)
- Managed production and execution of corporate direct mail campaigns in support of corporate sales goals. Response rate for third quarter of 1991 mailing increased 30% versus prior quarter.
- Developed Vanguard's first Customer Communications Program. Six-piece direct mail program effectively reduced monthly churn.
- Introduced Guaranteed Service marketing position as primary focus of prospect communications.

**WRANGLER DIVISION OF VF CORPORATION, Greensboro, NC****1988-1991**Advertising Manager, Western Products

Responsible for planning and executing all consumer and trade communications for Western Business Unit.

- Developed key selling period promotions. Third quarter 1991 sales increased 20%.
- Unaided advertising awareness increased five points in 1990.

**KAYSER ROTH HOSIERY CORPORATION, Greensboro, NC****1984-1988**

Marketing Manager for Burlington Sheer Hosiery and Private Label Products  
Brand Assistant, Ladies Sheer Hosiery Division

BLUE BELL, INC., Greensboro and Lenoir, NC

1981-1984

Product Manager, Sedgefield Jeans

Embroidery and Screen Print Department Manager, Wrangler Kids

## EDUCATION

University of North Carolina –Chapel Hill, Chapel Hill, NC  
B.S. Industrial Relations

### Continuing Education

Strategic Marketing (AMA)

Successful E-mail Marketing (AMA)

Fundamentals of Strategic Marketing (AMA)

Fundamentals of Telecommunications I and II

Understanding Computer Networks

Networking Fundamentals

Dale Carnegie, Human Relations Course. Graduate and Teaching Assistant

### Community Involvement

Leadership Grand Strand, Class of 2002

Board of Directors, Grand Strand YMCA, 2002 to December, 2021

Conway Chamber of Commerce Board of Directors, 2006-2007

City of Myrtle Beach Bicycle and Pedestrian Committee, 2014-2018