

Greener Atlanta ~ *Your Gateway 2 Green™!*

Greener Atlanta

Greener Atlanta™ is an innovative global market assessment and match-making company providing assistance to businesses from around the world in the clean tech industry that are seeking to enhance market outreach, increase production and expand international sales. We effectively provide our clients with current market research and deep dive data analyses to develop strategies for market growth and expansion. We focus primarily on finding business partners, distributors, and agents as well as potential candidates for direct sales.

The Greener Atlanta™ team of experts will help you create strategies for communicating your messages to your target audience. A strategic plan, with creative execution will provide measurable results. We provide branding strategies to help you launch best-in-class “green” products, services and initiatives. We can help you explore and expand the possibilities for sharing your message with your stakeholders across the spectrum of new media including webhosting sites, vlogs, newsletters, corporate video channels, social networks and viral video strategies. This includes a communication plan, complete with timelines, roles, responsibilities and execution dates to provide a road map to your successful product launch.

Our extensive communications team can provide you with full service film and video production experts with more than twenty years of experience including Emmy award winning producer, writer and director that will create multimedia platforms that are entertaining, informative, and engaging in any target market. The world is now entirely digital, which means the real equation, involves talent and organization. Our award winning work has included feature films, prime time network television, documentaries and national marketing campaigns. From concept through scripting, casting, production and editing, we have experienced professionals who are both collaborative and competent. Our projects are guaranteed to be on time and on budget.

Our team has an extensive list of relationships with government officials, universities, government organizations, and large and mid-sized company executives. No matter where your business is located, we can assist you in meeting the right individuals. Greener Atlanta is based in Atlanta but reaches out across the continents to help you achieve your business development goals and objectives.

We work in partnership that is a consultative, solutions driven approach to every project undertaken. Our partners include those that have been in governmental relationships for many years. Our contact list of subject matter experts includes many ‘green’ organizations including nonprofits, government agencies and private businesses. These range from marketing communications and public relations agencies, energy focused businesses, water conservation experts, financial advantages to going green experts, and local and national public officials.

www.GreenerAtlanta.net

www.EnvironmentalTradeMission.org

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For more than 30 years, Alex McCray has assisted businesses and nonprofits in implementing environmental programs. As a staff member to Mayor Franklin's Office, he helped to constitute and run the City of Atlanta's Environmental Affairs Office, assist in the development of Mayor Franklin's Sustainable Atlanta Initiative and develop and promote the Keep Atlanta Beautiful - Greener Atlanta Initiative; all to support Mayor Franklin's vision "to create and foster a community dedicated to environmental sustainability through best in class leadership by the City".

Before taking on this task, Alex was the Project Manager for the City's Permitting Improvement Project that was implemented to improve the City's ability to process building permits in a timely, efficient and cost effective manner and Special Assistant to Chief Operating Officer, Lynnette Young, assigned to manage various projects including Atlanta's Homeland Security Gap Analysis.

In April of 2008, Alex left the Mayor's administration to establish Greener Atlanta ~ Your Gateway 2 Green™. Greener Atlanta is a globally transforming, locally responsive government relations consulting firm that works with customers to integrate their sustainability policies by providing consulting services that includes information, resources, customer relationship development, policy support, advocacy, and marketing recommendations. Greener Atlanta is proud to have been asked to manage the efforts of several Consular Corps members in Atlanta to produce the 1st Atlanta International Environmental Trade Mission. Alex helped to coordinate an Atlanta group for Americana, an environmental trade mission in Montreal, March 17 - 19, 2009. On behalf of the Atlanta Development Authority and the Metro Atlanta Chamber of Commerce, Greener Atlanta presented the 2nd Atlanta International Environmental Trade Mission June 8-12, 2009 in Atlanta, Ga. and will present the 2nd part in 2009, October 5 - 9.

Alex McCray has served the Atlanta community by volunteering on several boards of environmentally conscious organizations including Keep Atlanta Beautiful, Atlanta Recycles, the Georgia Restaurant Association Green Foodservice Alliance and the Sustainable Atlanta Recycling & Materials Management Advisory Group.

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