

Press Release



FOR IMMEDIATE RELEASE

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Operation New Birmingham Names David Fleming as President/CEO

(BIRMINGHAM, Ala. – October 10, 2011) Operation New Birmingham (ONB), a non-profit public/private partnership between the city of Birmingham, Ala., and the private sector, has named David Fleming as the organization’s President & Chief Executive Officer.

Fleming joins ONB having served most recently as Executive Director for Main Street Birmingham, Inc.

"ONB’s Executive Committee highly recommended Fleming" said ONB Board Chair Robert B. Aland. "David has the vision, innovation, experience and unique set of skills to make a decisive, positive and long-lasting impact on ONB and on the Birmingham community."

ONB began its national search for a permanent President earlier this year. "Our Search Committee - led by ONB Vice-Chair Robert Earl Kelly, of Kelly Construction Company - did an outstanding job and followed a rigorous process in recommending David as President to our Executive Committee" said Aland.

"The Search Committee agreed that the new CEO would be a dynamic, talented and seasoned professional who could effectively lead ONB’s efforts in City Center economic development" said Kelly. "We also wanted someone willing to pursue new and nontraditional avenues for economic growth." The committee outlined a detailed set of criteria for the position that was utilized by Strategic HR Partnerships, an executive search and human resource consulting firm, to launch the process. Numerous applications from well qualified candidates were received from across the country. The committee narrowed down the pool and selected four candidates who interviewed for the position. After a number of group and one-on-one interviews, the committee recommended Fleming for the position. "Our Search Committee sacrificed considerable time to ensure we recommended the right person. I’m grateful to each of them for their commitment", said Kelly.

Fleming will fill the position currently held by Interim President Fran Godchaux. Godchaux assumed the role following the departure of Michael Calvert, who served as President of ONB for 28 years and retired in January 2011. "Fran did an exceptional job leading the organization through the transition period and all of us at ONB and within the Birmingham community owe Fran Godchaux a hearty 'thank you' for her invaluable contribution to ONB during this time" said Aland. "We look forward to her continued service and leadership."

Fleming rejoins ONB after previously serving the organization as VP for Planning and Urban Development. He left ONB in 2004 and founded Main Street Birmingham, Inc., an agency aimed at the revitalization of nine targeted commercial districts in the City of Birmingham. Coupled with his 15 years of urban and economic development, David has a Bachelor of Arts, History from Samford University and a Masters in Public Private Management from Birmingham Southern College.

Fleming officially takes the position as president on November 1, 2011.

About ONB

Founded in 1957, ONB's primary mission is economic development in the Birmingham City Center. The organization also works to promote racial harmony throughout the Birmingham community. Its goal is to make the Birmingham City Center the #1 choice for business, living, healthcare, entertainment & the arts in the Birmingham area. For more information on ONB, visit www.yourcitycenter.com.

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