



2023 - 2024
Impact Report

TAG is the scaffolding of our technology community. Our organization provides a structure for the community to come together and collaborate. Nowhere else in Atlanta, Georgia, or across the South can you find a collective membership with thousands of committed individuals who want to **build a brighter future.**”

Kyle Tothill

TAG Board Chair
Founder & Partner
Collective Insights/eHire



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A Message from the President & CEO

Larry K. Williams



There has never been a more exciting time to be part of Georgia's technology industry. Since the Technology Association of Georgia was founded in 1998, we have made great strides to provide our members with the best resources available to both working and aspiring technologists.

We are building our ecosystem together.

For more than a decade, Georgia has been named as the #1 best state to do business in. We are projected to create another 100,000 jobs in technology by 2033, bringing that number to nearly 450,000 full-time tech employees in Georgia.

Atlanta is the 6th largest metropolis now, ahead of D.C., Philadelphia, and other historic cities. Technology is at the center, enabling key pieces of industry that drive our great state.

TAG is more than a trade association – TAG is the innovation organization.

Nowhere else in Georgia can you find this broad network spanning across industries and demographics dedicated to our innovative ecosystem.

We have come a long way in the past 25 years, and Georgia has taken its place as a global leader in technology. I am so excited about the future as I continue to see Georgia at the forefront of creating technologies and innovation that will continue to drive our economy and create new companies.

In this Impact Report, learn more about all our TAG programs, our 18 different societies, and how you can get involved. We're helping reskill

and upskill Georgia's workforce through our programs at TAG-Ed and Bridge Builders – and the opportunities are truly limitless.

TAG's milestone 25th anniversary year has a full lineup of must-attend events and opportunities to connect as we drive forward the future of Georgia's diverse innovation economy. From STEM students all the way to the enterprise C-Suite, TAG is the place where anyone interested in technology can further their career, learn new skills, and build a community.

On behalf of our entire TAG team, our Executive Committee, Board of Directors, and 30,000+ members, I hope you'll join us in this good work for 2024 and the years to come.

Larry K. Williams

Our Mission & Strategic Pillars

TAG drives innovation among Georgia's technology community, inspires tech leaders and fosters inclusivity through four foundational pillars – Connect, Promote, Influence and Educate

Connect

TAG brings together major players across multiple industry verticals through events, professional societies and mentorships, drawing from the breadth and depth of Georgia's vast tech ecosystem and TAG's 30,000+ members to make lasting connections.

Promote

TAG tells the story of why Georgia is a top location for technology and provides brand visibility across a vibrant tech space. High-profile awards, digital marketing and global events spotlight Georgia's technology workforce, and our statewide technology community.



CONNECT



PROMOTE



INFLUENCE



EDUCATE

Influence

TAG fosters business development and enables companies and leaders to influence our state's future, making sure we have great policies and a favorable business climate for GA's technology sector to grow and thrive.

Educate

Engagement with TAG enables companies to educate audiences and position themselves as key players. TAG also helps prepare the workforce for today and the future through the TAG-Ed, which promotes robust STEM education opportunities.

At a Glance

#1 State

FOR BUSINESS FOR THE NINTH CONSECUTIVE YEAR

30,000+

TAG MEMBERS

5,000+

TAG EVENT ATTENDEES IN 2023

150+

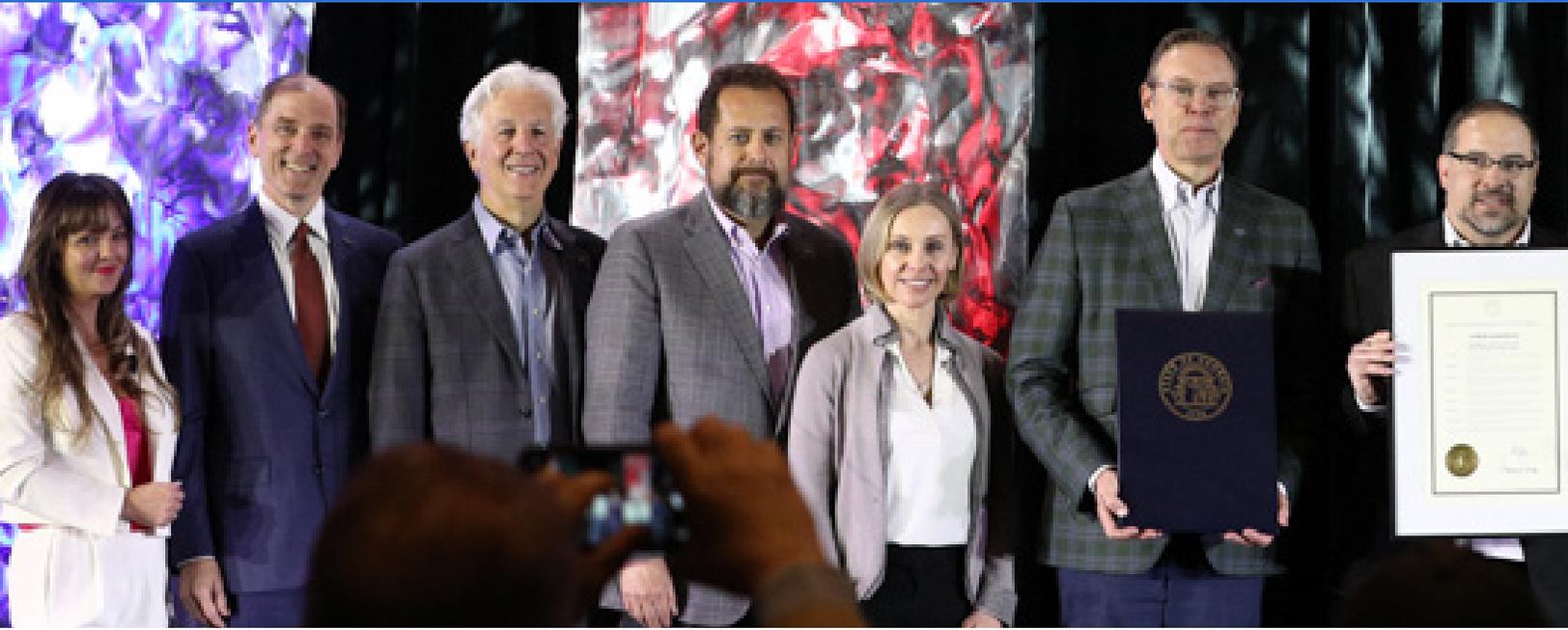
TAG SOCIETY EVENTS

18

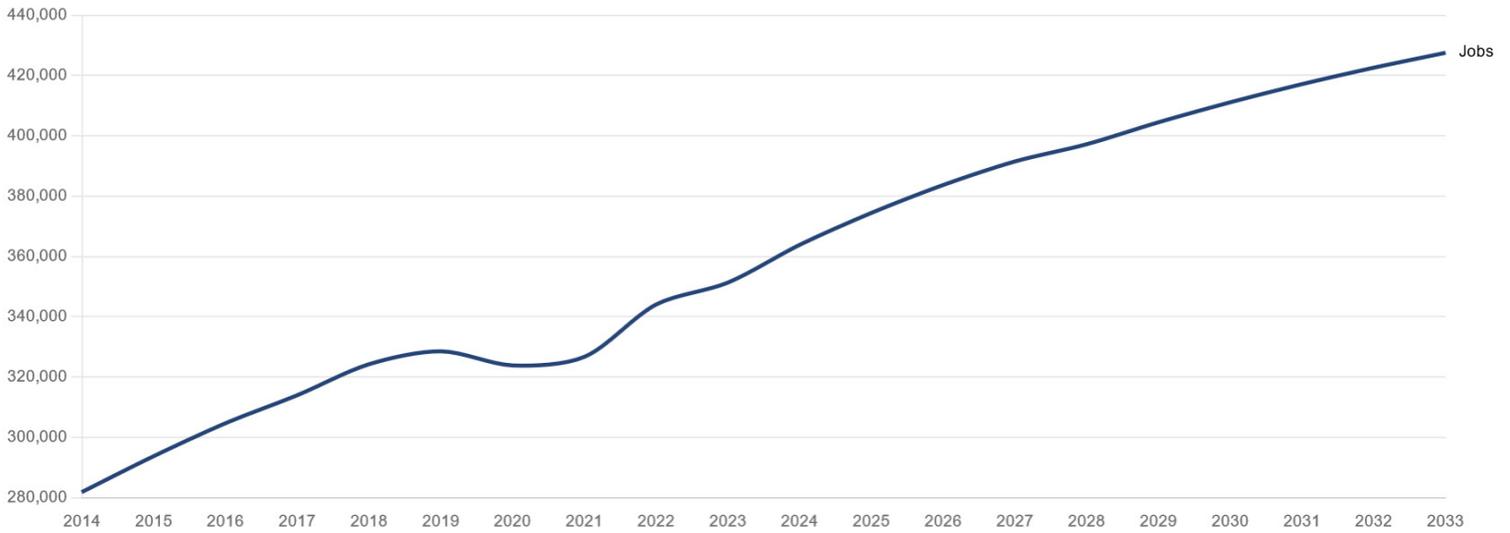
PROFESSIONAL SOCIETIES

20,000+

LINKEDIN FOLLOWERS



Tech Jobs Trend and Forecast



TAG has the largest influence across our Georgia's tech industry and ecosystem

100,000

It's forecasted for an additional 100,000 technology jobs to be created in the next decade by 2033.*

400,000

Anticipated total tech jobs across the Peach State in the next decade.

4 **According to Lightcast, a global pioneer in the collection and big-data analysis of workforce information and labor market data.*



Georgia is laying the foundation for sustained economic growth, lower unemployment, and a flourishing tech ecosystem.

TAG is committed to reskilling and upskilling our technology workforce to meet this demand.

Did You Know?

The Peach State is home to a robust and diverse technology sector, which serves as a vital component to the state's overall economic growth.

- + Technology enterprises contribute **\$34 billion** to the Gross Regional Product (up 35% since 2019).
- + More than *18,000* technology companies call Georgia home employing a tech industry workforce.
- + The state is **6th in nation** in net tech employment jobs added and is 1st in the nation for the diversity index quartile. This growth is significantly stronger than the national average.

TAG is the only technology association of its kind covering all the interests of the state of Georgia. We have companies from Silicon Valley and all over the globe moving their headquarters here. Our collective ecosystem is all about working together and growing. TAG is at the center of this community, connecting buyers, businesses, and emerging talent to grow and thrive.”

Ron McMurtrie

Chief Commercial Officer, Honeywell
TAG Board Vice Chair



Impact by Industry

Cybersecurity

Cybersecurity organizations in Georgia generate more than \$5 billion in annual revenue. **More than 150 cybersecurity companies** call Georgia home, and we continue to be a leader protecting the interests and security of companies worldwide.

The National Technology Security Council (NTSC), a TAG sister organization, launched a global event series of roundtables including Atlanta, Washington D.C., San Francisco, and London.

TAG also supports the ongoing efforts of The Georgia Cyber Innovation & Training Center in Augusta, and partners with the Cyber Risk Alliance and ISACA Atlanta chapter to offer CPE credits to information security professionals.

Digital Health

Georgia is one of the top states in the nation in digital health technology with approximately 30,000 jobs.

There are 490 companies in the TAG Digital Health Ecosystem, with an estimated \$12 billion in revenue.

In 2024, the TAG Digital Health Society partnered with the Georgia HIMSS chapter for a day at the Capitol including meeting Governor Kemp and the First Lady.

Financial Technology

Nearly 120 billion payment transactions and roughly 70% of all global payments and FinTech industry transactions in the country are processed in Georgia's "Transaction Alley" which comprises more than 200 financial-processing companies.

The top 50 Georgia-based FinTech companies generate annual revenue of more than \$72 billion, with 6 of the 10 largest US payment processing firms being headquartered in the state.

More than 30,000 professionals in Georgia (and over 130,000 globally) are employed by Georgia-based FinTech firms. These companies process more than 118 billion transactions (over \$2 trillion) supporting nearly 4 million merchants.



A Look Ahead

It is going to be a big year for the Technology Association of Georgia as we celebrate our “silver” anniversary of 25 years. Join us at a marquis event to honor this milestone.

2024 Conferences & Events



Georgia Technology Summit

SOLD OUT
Thursday, March 28
1,000+ attendees



Fintech South

Aug. 27-28 (Tuesday and Wednesday)
Woodruff Arts Center
1,200+ financial innovators



TAGit

Monday, June 24
TPC Sugarloaf Country Club
Proceeds benefiting TAG-Ed



TAG Technology Awards

November, TBA
Atlanta



TAG 25th Anniversary Gala

Wednesday, Dec. 4
Foundry at Puritan Mill

As we're celebrating TAG's 25th anniversary year, it has been incredible to step back and reflect on the impact we've had on our ecosystem. Now is the time for us to work together to harness the benefits of our collective communities and build a brighter future for the next 25 years in Georgia and beyond."

Megan Heinze

TAG Board Secretary



Promote

TAG tells the story of why Georgia is a top location for technology and provides brand visibility across a vibrant tech space. In 2023, we shone a spotlight on Georgia's vibrant technology ecosystem

TAG Awards

Each year, TAG recognizes outstanding leaders and luminaries through our many TAG awards programs and events, including

- Fintech Hall of Fame
- FT Innovation Awards
- Georgia Technology Hall of Fame
- TAG Diversity Awards
- TAG Fintech ADVANCE Awards
- TAG Technology Awards
- Top 40 Innovative Companies in Georgia

In 2023, our TAG Technology Awards recognized those who went above and beyond to make a meaningful difference throughout Georgia.

We also recognized John Yates with the Lifetime Achievement Award, Jeff Buzzelli for

Outstanding Leadership as Board Chair, and Atlanta's Mayor Andre Dickens proclaiming him our Technology Mayor.

Pathways to Leadership

2023 brought the second cohort of TAG's Pathways to Leadership Program. Pathways to Leadership provides a unique opportunity for ambitious young professionals to learn directly from industry experts and executives. For these future C-Suite professionals and TAG leaders, this program doubles as a valuable learning experience and a diverse networking opportunity.

In its second year, the Pathways to Leadership program enjoyed a number of milestones:

- Fifteen people participated in the year-long Pathways to Leadership curriculum
- 5 members of the cohort were promoted
- The cohort experienced 70 hours of learning, reviewed and implemented 30 different Leadership Frameworks, established or enhanced 1000 relationships, and enjoyed over 100 hours of consulting.

Top 5 Reasons to Join TAG

Gain Access to Georgia's Technology Leaders

Through an expansive variety of global events, peer-level networking meet ups and curated experiences, TAG creates opportunities for you to connect with key industry leaders across pivotal technology sectors.

Among TAG's 30,000+ members across Georgia are leaders of some of the country's most important technology companies and executives from companies and organizations that shape Georgia's technology ecosystem.

Engage in Leadership Opportunities Through Professional Societies

TAG's 18 Societies cross key tech sectors, bringing together industry leaders for special events, peer networking, community engagement and partnerships. Join a Society board, lead a Society event committee, speak at an event and use TAG societies as a springboard for professional development and leadership visibility.

Create Powerful Visibility at Leading Industry Events

TAG events draw global tech leaders and engage the statewide technology community in the largest tech industry events of their kind, including our annual Georgia Technology Summit and FinTech South. Becoming a sponsor enables companies to strategically target their most important audiences and be seen as a thought leader in vital areas.

Connect With Elected Officials and Policymakers

Be a part of shaping policy that benefits and fosters tech growth. Each year TAG's Government Relations Task Force tracks,

monitors and influences important legislation that impacts the technology industry.

Influence the Tech Workforce Pipeline

Play a role in creating a robust tech workforce pipeline by supporting the TAG Educational Collaborative (TAG-Ed). Supporting STEM education efforts throughout Georgia, TAG-Ed hosts top-tier internship programs, Georgia STEM Day, and critical efforts that broaden pathways to technology careers for all.

A Look Ahead

Our 2024 TAG Societies are back in full swing! Our 18 societies allow our members and technology community to focus on the growth, scale and nurturing of unique industry sectors that make up the thriving tapestry of our overall innovation economy. Each society provides learning and leadership opportunities through events, educational programs, networking and signature features, including podcasts, blogs, annual industry reports and valuable ecosystem directories.

Join your peers, sign up for a leadership position, meet your next client and promote your business and be a part of TAG's efforts to help tech sectors grow.

Here are a few things you won't want to miss:

- TAG Data Talk Podcast
- Fintech ADVANCE Awards
- Digital Health Ecosystem Directory
- TAG Infrastructure Talks Podcast
- Fintech Ecosystem Report
- Sales Leadership Mentor/Mentee Program
- Young Professionals Gatherings
- ***NEW*** TAG Smart Cities & Sustainability Society podcast

TAG's Influence

One of TAG's key missions is to promote a favorable business climate for Georgia's technology companies to grow and thrive.

2023 Legislative Impact

During the 2023 session of the Georgia General Assembly, TAG and TAG members supported a variety of legislation and policies that protected vital tax incentives and maintained a consistent regulatory environment in order for businesses to succeed. Additionally, we are grateful for the influential TAG Government Relations Task Force members for their efforts in supporting Georgia's Tech Ecosystem.



The National Technology Security Coalition (NTSC) hosts roundtables featuring preeminent global leaders in cybersecurity. TAG is the parent organization and founder.



TAG is proud to be a founding member of FinTech Atlanta, which shines a spotlight on Atlanta as a global FinTech ecosystem. More than 70% of all payments are processed by Georgia companies.



TAG is a founder of Venture Atlanta, which has grown to become the region's largest, annual venture conference. Venture Atlanta began 16 years ago with one mission – to connect companies to capital.

About NTSC

The National Technology Security Coalition (NTSC) is a non-profit, non-partisan organization that serves as the preeminent advocacy voice for Chief Information Security Officers (CISOs) across the nation. Through dialogue, education, and government relations, NTSC unites both public and private sector stakeholders around policies that improve national cybersecurity standards and awareness.

This year, the NTSC will continue to host both regional and national events, bringing together information security leaders from around the world. Learn more about how to get involved and join an event at [NTSC.org](https://www.ntsc.org).

TAG Societies

TAG Societies cross key tech sectors, bringing together industry leaders for special events, peer networking, community engagement and partnerships.

Our 18 TAG Societies include:

Industry

- Cloud
- Data Science & AI
- Digital Health
- Fintech
- Information Security
- Infrastructure
- Media & Entertainment
- Smart Communities &
- Sustainability
- Supply Chain, Logistics & Manufacturing

Function

- Corporate Development
- CX
- Data Governance
- International Business
- Marketing
- Product Management
- Sales Leadership

People

- Diversity, Equity & Inclusion
- Young Professionals

Want to get involved in a TAG Society?

See our full calendar of upcoming events at members.tagonline.org/calendar

2023 Societies Highlights

150+

EVENTS HOSTED

75%

GROWTH IN BOARDS
AND COMMITTEES



Podcasts

TAG Data Talk Podcast named one of the Top Science podcasts



LinkedIn Groups

Multiple societies launched their own pages on LinkedIn for networking and event promotion



Reporting

Societies publish their own industry analysis and ecosystem reports



A Look Ahead

TAG influences the growth and development of Georgia's technology industry through the power of our members, companies and leaders. 2024 brings a number of ways to provide direct impact on our community.

C-Level Roundtable Series

2024 will bring a return of the C-Level Roundtable Series, providing an intimate, invite-only forum for discussing today's most relevant business topics and solutions for today's C-Suite executives. This program creates a place for C-Level Executives to network with peers, learn about the latest technologies, find new solutions, and get advice from other executives. Attendance at these events is by invitation only and is limited to C-Level executives, TAG Sponsors, and invited guests.

The 2024 C-level topics will include:

Q1 - Fueling Innovation to Grow Your Organization

Q2 - Bridging the Gap: Securing the Convergence of Information Technology & Operational Technology

Q3 - Currency of AI: Data Management & Governance

Q4 - Transforming Industry: How AI Will Change Industries

TAG's Ongoing Legislative Priorities

One of TAG's key missions is to promote workforce development across our ecosystem, creating a favorable business climate that makes Georgia the #1 state do business in.

In Governor Kemp's State of the State address, he reminded us that "companies from all over the world pick the Peach State to do business in." We've seen firsthand how Georgia companies can create a much larger socioeconomic impact.

TAG's Government Relations team is committed to representing our community's interests, by carefully considering legislation and providing policy feedback, seeking funding for workforce development throughout the state, advocating for computer science education, and being your voice for issues and policies that affect the technology sector.

Our current state policy initiatives include:

Artificial Intelligence

Multiple pieces of legislation were proposed this year defining and regulating artificial

By breaking traditional barriers, our programs enable individuals with a non-traditional educational background to become skilled tech professionals. This is a tremendous step forward for diversity, creating a dynamic, inclusive workforce.”

Dr. Loretta Daniels, CDP

Interim Executive Director, TAG-Ed



TAG's Commitment to Workforce Development

TAG-Ed is dedicated to fuel Georgia's technology workforce through both professional development and K-12 STEM education.

Bridge Builders is a Social Justice & Equity initiative designed to bring the technology and business community together to drive change.

In early 2024, TAG launched Georgia's first Registered Technology Apprenticeship Program to help reskill and upskill our workforce.

Companies interested in innovative ways to fill their talent pipeline and those interested in entering the tech workforce are encouraged to participate in our first TAG Registered Apprenticeship cohort.

For applicants or employees who wish to learn more about the apprenticeship program, please visit our website at tagedonline.org/pathways-to-leadership

TAG Connect

TAG Connect empowers tech entrepreneurs from underrepresented groups by providing visibility, access to valuable procurement opportunities, and creating vertical connections. Georgia's minority tech businesses strive for sustainability and industry diversity, contributing to mutual innovation and growth.

TAG Invest Connect

TAG Invest Connect is an annual event that connects minority tech entrepreneurs with the opportunity to pitch to investors looking for innovative startups. This event is open to minority technology business start-ups stages ranging from pre-seed to seed.

Black Tech Talent Resume Database

In collaboration with IBM® and ThisWay® Global, Bridge Builders has established a strategic partnership to offer members a cutting-edge talent acquisition solution. The database leverages IBM Watson Orchestrate digital worker and ThisWay's platform, enabling TAG users to seamlessly identify and recruit qualified diverse tech talent.

Black Tech Mid-Level Mentorship Program

The Black Tech Mid-Level Mentorship Program is designed to provide mentees with the opportunity to build a relationship with and learn from senior executives. Mentors have the opportunity to share their learned and lived experiences to help mid-level Black tech professionals advance in their careers.

2024 TAG-Ed Priorities

TAG-Ed 2023 Highlights

- Georgia STEM Day
- Pathways to Leadership Program
- TAG-Ed Scholarships
- Internship Programs
- Career Fairs
- Georgia Day of Code

2023 Highlights

2
EVENTS

12
ENTREPRENEURS

14
BUYERS

200
ATTENDEES

104%
GOAL ATTAINMENT

\$15,000
COMPETITION PRIZES

50
INVESTORS

279
RESUMES MATCHED

156
MENTEES / MENTORS



TAG keeps our innovation economy moving by bringing the technology community together in unparalleled ways. As we celebrate 25 years of TAG's success, we're envisioning new opportunities to ensure Georgia's tech industries not only continue to thrive but also become more inclusive where all businesses and leaders can succeed."

Brian Benn

Immediate Past TAG Board Chair
CIO, Clark Atlanta University

TAG Leadership

Executive Committee



Kyle Tothill
TAG Board Chair
Founder & Partner
Collective Insights/eHire



Larry K. Williams
TAG President & CEO
Technology Association
of Georgia



Ron McMurtrie
TAG Vice Chair, Chief
Commercial Officer
Honeywell Connected
Enterprise



Megan Heinze
TAG Secretary



Natalia Migal
TAG Treasurer, Chief Risk
Officer US, DLL



Brian Benn
TAG Immediate Past
Board Chair / CIO
Clark Atlanta University



Ken Viciano
TAG Leadership Council
Chair, VP Global Data &
Analytics Products
TSYS



Krish Shetty
CTO
AvidXchange



Mike Neumeier
Owner, Principal & CMO
Arketi Group



Nigel Zelcer
Partner & Co-founder
Jabian Consulting

TAG Board of Directors

Don Addington
NPI

Claire (Yum) Arnold
LeapFrog Services

Marc Balizer
BlackRock

Zack Bishop
Synovus

Gary Brantley
National Football League

David Bridges
Georgia Institute of Technology

Tim Callahan
Aflac

Ram Chellappa
Emory University

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Jonathan Cox
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Hans Delly
Slalom

Steven Ferguson
Georgia AIM

Cherie Fuzzell
Apple

Brian Gorney
Verizon Business

Ben Grimes
Broadcom

Andrew Hamilton
CoStar Real Estate

Monty Hamilton
Sparq

Nicole Hart
Microsoft

TAG Board of Directors cont.

David Hartnett
Metro Atlanta Chamber

Scott Herren
Cisco

Tobias Hoffmeister
MHP - A Porsche Company

Victor Howard
The Home Depot

Chris Huff
Rent

Stephen Ichatha
Google

Dustin Johnson
UCB, Inc.

Krandall Jones
Warner Bros Discovery

Bryson Koehler
Equifax Inc.

Mike Marshall
Miller & Martin PLLC

Torri Martin
Atlanta Housing Authority

Chris Maxwell
Morris, Manning & Martin, LLP

Scott McMichael
Improving

Daniel Mikkelsen
Southern Company Gas

Laura Miller
Macy's

Sheldon Mundle
EY

Soumit Nandi
UPS

Michelle Pluskota
Comcast

Carolyn Pleiss
Cox Enterprises

Johnson Rajakumar
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Jason Sankey
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Nandan Sheth
Splitit

Ian Stuttard
Elavon

Wendy Thomas
Secureworks

Namita Tirath
Pyramid Consulting

Mike Toplisek
EarthLink

Billy Turchin
FanDuel

Bill VanCuren
BVC Advisors

Ravi Venkatesan
Cantaloupe

Robbie Vickers
TCSG

Scott Waid
Atlanta Braves

Dwain Wilcox
J.M. Huber Corporation

Crystal Williams
FLEETCOR

Catina Wilson
Optum Financial

John Wilson
Spelman College

Dennis Zakas
GetRecz

TAG Executive Team

Larry K. Williams
President & Chief Executive Officer

Jason Patrick
Chief Development Officer

Rebecca Brubaker
Chief of Staff & Operations

Lauren Patrick
Vice President, Marketing & Communications

Mason Rainey
Vice President, Public Affairs

Dr. Loretta Daniels, CDP
Interim Director of TAG-Ed

Morgan Murphy
Senior Director of Events

What Tag Does For Our Community

1

Provide catalytic connections and bridges to growth opportunities for the technology community.

2

Advance policies, programs and initiatives that grow business, our members, and Georgia's technology ecosystem.

3

Energize, promote and educate the tech stars of today and the tech leaders of the future.

TAG's aim is to unite and support our members by generating opportunities that foster personal, professional and business growth. TAG member benefits keep our companies and executives in the know and deliver the connections and visibility that make our technology ecosystem thrive.

Who Should Join

- Small business innovators and entrepreneurs
- Growth-stage (startups) tech companies
- Technology-enabled manufacturing and hardware companies
- Established enterprise technology companies
- IT and development departments in non-tech companies
- Cybersecurity, Cloud, and Infrastructure architects
- Channel partners providing services to the technology industry

Membership Benefits

- Join a TAG Society Board
- Sponsor one of our more than 150 events a year
- Attend an event and make vital connections
- Learn industry trends from our expert event breakout sessions
- Develop company leaders through corporate membership
- Sign up as a speaker (thought leader)
- Become part of a planning committee for one of our major events
- Engage in C-Level networking at TAG's exclusive C-Level events

[Join now at tagonline.org](https://tagonline.org)



Technology Association of Georgia (TAG)

TAG is the leading technology industry association in the state. TAG drives innovation among Georgia's technology community, inspires tech leaders, and fosters inclusivity through four foundational pillars: connect, promote, influence and educate. TAG provides networking and educational programs; hosts industry-leading events; celebrates Georgia's technology leaders and companies; and advocates for legislative action to enhance the state's economic climate for technology. The TAG Education Collaborative (TAG-Ed), focuses on helping STEM education initiatives thrive and provides numerous workforce and professional development opportunities. For more information visit the TAG website at www.tagonline.org.

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