



For Immediate Release
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Newly Formed North Fulton Economic Alliance Names First Executive Director

North Fulton, GA – June 18, 2025 – The Greater North Fulton Chamber is pleased to announce the hiring of Rich Johnson as Executive Director of The North Fulton Economic Alliance. Johnson’s selection follows a three-month, nationwide search to identify the founding leader who will execute the 5-year strategic plan and goals identified by public and private leaders across North Fulton.

The North Fulton Economic Alliance is a new public-private initiative of the Greater North Fulton Chamber. Johnson, serving as the Executive Director, will be focused on three key areas: branding and marketing the North Fulton Region; expanding the talent pipeline to strengthen regional competitiveness; and elevating regional economic development.

Johnson is a respected leader with a proven record of driving economic development initiatives, elevating corporate reputation across public and private sectors and shaping public policy. He is also known for driving measurable impact and transforming stakeholder engagement into a strong strategic advantage.

Johnson most recently served as Assistant Vice President of Legislative and Regulatory Affairs with AT&T where he has worked since 2013. In this role, he coordinated the company’s economic development efforts in Georgia along with the Department of Economic Development and related local economic development agencies and authorities. Johnson was also responsible for building and enhancing relationships with key stakeholders and managing the legislative and regulatory affairs team.

“I’m excited about being able to blend my professional experience and passion for North Fulton together in this new role,” said Johnson. “This region has so much to offer and such an amazing story to tell. I look forward to working with our community and corporate leaders to create that narrative and truly develop The Alliance.”

Johnson has been a dedicated leader in North Fulton for many years, most recently serving as the Chair-Elect of the Greater North Fulton Chamber. He is a Board Member of

WorkSource Fulton, the University System of Georgia Foundation, and the Georgia Partnership for Excellence in Education as well as a past Board Member of Tech Alpharetta, the Council for Quality Growth, the North Fulton Transit Steering Committee, and the Crabapple Community Association.

“Rich has served as an active board member at both of the Chambers I have had the pleasure to lead, and I have trusted him as a dependable leader for the 15 years I have known him,” said Greater North Fulton Chamber CEO Kali Boatright. “This opportunity to have him lead an organization that he had a part in developing and to work alongside him in that mission is extraordinary.”

“We had excellent candidates including several locally qualified options, however, Rich’s personal knowledge of the North Fulton community and his depth of experience in economic and workforce development really made him the perfect hire,” said GN FCC Chairman Dean Collins. “I’ve had the pleasure of serving with Rich on the Chamber Board and committees for years. We are very blessed to have such a high caliber candidate who genuinely cares about this community and driving smart economic growth throughout our six amazing cities.”

Johnson earned his degree in Political Science from the University of Tennessee. He is a graduate of Leadership North Fulton (2018) and LEAD Atlanta (2015).

A lifelong resident of the region, Johnson was raised in local public schools and has called the community home for nearly 40 years. He and his wife Allison are raising their son and daughter in the City of Milton where they are actively engaged. Johnson will begin his role with The Alliance on July 7.

To learn more about The North Fulton Economic Alliance and Greater North Fulton Chamber, please visit <https://www.gnfcc.com/business-development/NFEA> .

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