

## Education

- Bachelor of Arts, Liberal Arts and Sciences, *Graduated December 2007***  
**University of Florida, Gainesville, FL**
- Major: Political Science
  - Minors: History and Leadership
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## Professional Work Experience

**President & CEO, Central Florida Hotel and Lodging Association (*February 2021 – Present*)**

- Responsible for all aspects of the largest regional hospitality association in the United States. This includes the supervision of eight other full-time employees, along with seasonal interns and several vendors, while managing an annual budget of over \$2.5 million.
- CFHLA is dedicated to supporting the industry across the region and represents nearly 80% of the more than 129,500 hotel rooms in Central Florida (including but not limited to Lake, Polk, Orange, Osceola, and Seminole counties) and nearly 500 "supplier" organizations that do business with the hospitality and tourism industries.

**President & CEO, Apopka Area Chamber of Commerce (*September 2017 – February 2021*)**

- Responsible for all aspects of the chamber of commerce for the second largest city in Orange County. This includes the supervision of two other full-time employees, along with seasonal interns and several vendors, while managing an annual budget of over \$320,000.
- Oversaw the creation and implementation of a brand-new public-private partnership with the City of Apopka, in order to lead and promote the economic development opportunities showcased by Apopka's unique community and culture, beginning January 2020. This is the first time in the 100-year history of the Chamber, that a partnership of this type has been approved.
- Managed an increase of 264 new members since 2017 (29 – 2017, 74 – 2018, 98 – 2019, and 63 – 2020), while boosting our membership retention rate to 96.8% in 2020 (it was in the low 70's from 2015-2017 and it grew to over 80% in 2019).
- Lead spokesman and directly responsible for the maintenance of all social media platforms, membership newsletters, website content, press releases, news stories, etc.
- Oversaw the creation and implementation of two brand-new organizational committees – Diversity and Inclusion and Economic Development – along with a significantly revamped and focused Government Affairs and Issues Committee.
- Directed the successful completion of 20 short and long-term goals and initiatives (out of 22 total or 90%) that were included within the FY 2019 organizational strategic plan. This organizational strategic plan was created and approved by the Board of Directors.
- Led community conversations, built coalitions, and successfully advanced the Apopka Area's business agenda by advocating for the successful passage of 5 of 6 (83%) local initiatives during the 2019 Florida Legislative Session, the passage of Amendments Two, Three and 10 on the 2018 General Election, and the defeat of Amendment One during the 2018 General Election. We also met, engaged, and educated federal, state and locally elected officials, civic, business and non-profit leaders from all across Northwest Orange County to reinforce other important initiatives including, but not limited to, workforce development, Visit Florida, Enterprise Florida, minimum wage, business rent tax, economic development, workforce housing, etc.

**Executive Director of BusinessForce, Orlando Economic Partnership (*October 2015 – September 2017*)**

- Lead administrator responsible for the entire operation of the political action arm of the Orlando Economic Partnership (formerly Central Florida Partnership). Our main goal was to affect positive change in Central Florida through regional public policy advocacy.
- Managed all fundraising activities for Florida's largest regional PAC, while overseeing a nearly \$300,000 annual budget.
- Led community conversations, built coalitions and advocated for a variety of public policy issues important to the business community, including the NFL Pro-Bowl, Charter Review Commission, Tourist Development Tax, minimum wage, business rent tax, economic development, etc.
- Advanced Central Florida's business agenda by supporting business-friendly candidates and assisting these pro-business candidates in successful state and local races, including 11 of 14 victories in the 2016 Primary Election and 18 of 23 victories in the 2016 General Election along with the successful passage of "Yes" on all three Orange County Charter Amendment Questions.
- Lead spokesman and directly responsible for the creation and maintenance of all social media platforms, weekly newsletters, and over 100 published news stories and articles, press releases, and commentary on behalf of BusinessForce, creating a more balanced media coverage.
- Met, engaged, and educated federal, state and locally elected officials, civic, business and non-profit leaders from all across the seven-county Central Florida region to reinforce BusinessForce's initiatives, which included free enterprise and sound business principles.
- Organized and oversaw (6) BusinessForce Insider's Briefings including two candidate debates, attended city council and county commission meetings regularly, and attended numerous community and business events all across the region and the State of Florida.
- Oversaw the 2016 and 2017 Central Florida Political Leadership Institute and its eighteen graduates (2016) with an entirely new direction and purpose. This was the first time in its eight-year history that it was completely planned and executed in-house, with no contract labor or outside consulting help, and the program became much more efficient and costs were reduced by over 50%.

**Director of Candidate Fundraising & Political Director, Florida Republican Senatorial Campaign Committee (*Dec. 2014 - Oct. 2015*)**

- Responsible for planning, coordinating, and executing all hard dollar fundraising and grassroots efforts on behalf of Senate Campaigns for 10 incumbent Republican members of the Florida Senate.
- Successfully raised nearly \$1 Million in campaign contributions within a 60-day period for the 10 incumbent Republican members of the Florida Senate.
- Administered all political operations on behalf of the Committee including campaign strategy, targeting constituency groups, gathering new voter data, community outreach, and communications.

**Political Director & Special Assistant to Senator Andy Gardiner**, Republican Party of Florida-Senate Campaigns (*June 2013 - Dec. 2014*)

- Serve as chief political liaison between Senator Gardiner's legislative office and his responsibilities as President Designate, including all of his political and campaign-related activities and maintaining relationships between members of the Central Florida community and across the State of Florida.
- Responsible for planning, executing, and coordinating all hard dollar fundraising and grassroots efforts on behalf of Senate Campaigns for 16 incumbent Republican members of the Florida Senate.
- Oversee the advance for Senate Campaigns, including all travel and responsible for maintaining Senator Gardiner's daily calendar.
- Administered all community and Senate Campaigns outreach objectives and assisted and supported the Senate Finance Director in the planning and execution of various Senate Majority events across the State of Florida.

**Campaign Manager, Finance Director, and Special Assistant**, Andy Gardiner for State Senate, District 13 (*July 2011- May 2013*)

- Successfully managed Senator Gardiner's re-election to the Florida Senate in a newly redrawn Senate district.
- Raised almost \$1.3 million into Senator Gardiner's Leadership CCE, Protect Our Liberty, and served as political liaison between Senator Gardiner's legislative office and his political-related activities as part of campaign across the state to become Senate President Designate.
- Responsible for planning, executing, and coordinating hard dollar fundraising and grassroots efforts on behalf of Senator Gardiner for all of the incumbent Republican members of the Florida Senate.
- Oversaw every aspect of the re-election campaign, including communications, new media, volunteers, fundraising, grassroots efforts, travel, maintaining Senator Gardiner's daily calendar and the Election Day GOTV plan.

**Legislative Analyst & Communications Specialist**, Florida Senate Majority Office (*January 2012 - April 2012*)

- Monitored, analyzed and coordinated the progress of Republican legislation through committees of reference, specifically Criminal Justice, Ethics & Elections, Banking & Insurance, General Government Appropriations to final passage on the floor.
- Researched and drafted legislation and amendments at the direction of the Majority Leader.
- Prepared letters, summaries, talk-sheets, reports, and other informational memoranda on committee/legislative issues to the Republican caucus.
- Responsible for the creation and maintenance of new media opportunities for the Republican Caucus, including video production and other social media outlets.

**Whip Coordinator & Communications Specialist**, Florida Senate Majority Office (*December 2010 - January 2012*)

- Monitor, analyze and coordinate the progress of all priority Republican legislation through committees of reference at the direction of the Majority Leader and Majority Whips.
- Prepare letters, summaries, talk-sheets or talking points, reports, and other informational memoranda on legislative issues to the Republican caucus.
- Responsible for the creation and maintenance of new media opportunities for the Republican Caucus, including video production (including the "Majority Report"), the Senate Website, and other social media outlets.

**Grassroots Director for Senate Campaigns**, Republican Party of Florida (*July 2010 - November 2010*)

- Successfully managed all of the grassroots efforts for 3 FL State Senate races, including the planning and execution of door-to-door efforts, phone banking, sign waving, volunteer recruitment and coordination, and the Election Day GOTV plan.
- Oversaw campaign communications including, video production, email updates, and social media outlets.
- Administered all community outreach objectives.

**Legislative Analyst**, Florida Senate Majority Office (*January 2009 - June 2009 & January 2010 - June 2010*)

- Monitored, analyzed and coordinated the progress of Republican legislation through committees of reference, specifically Education PreK-12, Higher Education, Banking & Insurance, Reapportionment, Communications, Energy, and Public Utilities, Children, Families and Elder Affairs, Agriculture, Military Affairs & Domestic Security, Finance & Tax, and the K-12 & Higher Education Appropriations, to final passage on the floor.
- Researched and drafted legislation and amendments at the direction of the Majority Leader; prepared letters, summaries, talk-sheets, reports, and other informational memoranda on committee/legislative issues to the Republican caucus.
- Responsible for the creation and maintenance of new media opportunities for the Republican Caucus, including video production, the Senate Majority Office Website, and other social media outlets.

**Deputy Campaign Manager**, Jeff Atwater Campaign for Chief Financial Officer (*July 2009 - January 2010*)

- Assisted the Campaign Manager in every aspect of the campaign, including communications, fundraising, and technology.
- Oversaw the advance for the campaign, including all travel.
- Responsible for the creation and update of fundraising, volunteer, voter and endorsement databases.
- Managed the grassroots efforts, including the creation and outreach to all universities and colleges throughout Florida.
- Responsible for the creation and maintenance of new media opportunities, including video production, campaign website, and other social media outlets.

**Special Projects Coordinator**, Public Concepts, LLC (*March 2008 - December 2008*)

- Campaign manager/consultant for a State House race, a local Tax Collector race, and several other statewide House and Senate campaigns as well as organized, fundraised, and executed several grassroots issue campaigns statewide.

**Candidate**, City of Gainesville (FL) City Commission, At-Large District 2 Seat (*October 2007 - January 2008*)

- Ran for Gainesville City Commission, At-Large seat at the age of 22, and received over 6,500 votes which was the highest vote total for a non-winner in the history of the City of Gainesville.

## Activities/Organizations

### **Board of Directors, Valencia College Foundation** *(March 2024 – Present)*

- The Valencia College Foundation seeks to provide the margin of excellence for which the college has long been known. The foundation is a separate, not-for-profit, IRS approved 501(c)(3) corporation chartered in 1974 to provide financially for the educational needs of Valencia College that cannot be met through state aid or student tuition income.

### **Board of Directors, Visit Orlando** *(March 2021 – Present)*

- Visit Orlando is a not-for-profit trade association that brands, markets and sells the Orlando destination globally, representing more than 1,600 member companies comprising every segment of Central Florida's tourism community.

### **Board of Directors, Experience Kissimmee** *(March 2021 – Present)*

- Experience Kissimmee is official tourism authority for Osceola County, Florida. This not-for-profit trade association represents more than 900+ local Industry Partners that tell the Kissimmee story and all there is to see and do in this destination.

### **Advisory Board Member, UCF Rosen College of Hospitality Management Dean's Advisory Board** *(June 2021 – Present)*

- Advise the College Dean Cynthia Mejia on increasing industry partnerships that enhance the quality of students' experience both during and after graduation. This includes providing targeted expertise on curriculum and professional development, growth initiatives and partnership opportunities, preparing the future leaders of the hospitality industry, and helping to guide the future of Rosen College.

### **Member, Florida Society of Association Executives (May 2023 – Present)**

- Attended regional and statewide meetings/conferences/professional development opportunities with hundreds of other association management professionals from across the state.
- Also, serve as a member of the 2025 FSAE Government Affairs Committee.

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## Honors/Awards

NESA Outstanding Eagle Scout Award (May 2024)

2023 Greater Orlando Sports Commission's Sports Tourism Alliance Award Recipient (June 2023)

2023 Orlando Business Journal's Power Players in Central Florida (November 2023)

Florida Certified Chamber Professional (September 2020)

Leadership Orlando, Class 91 (October 2016)

Central Florida Political Leadership Institute (April 2014)

Florida Blue Key Honorary (March 2007)

Eagle Scout (January 2002)