



CONFIDENTIAL POSITION DESCRIPTION

Position	President and CEO
Organization	Enterprise Florida, Inc. (EFI)
Location	Orlando, FL
Organization Background	<p>Enterprise Florida, Inc., (EFI) is the public-private partnership responsible for leading Florida’s statewide economic development efforts. EFI was formed in July 1996, when Florida became the first state in the nation to close its Commerce Department and place principal responsibility for economic development, international trade and statewide business marketing in the hands of a public-private partnership organization.</p> <p>EFI focuses on attracting, retaining and growing Florida businesses. EFI proactively targets high-value business sectors – information technology; life sciences; aviation/aerospace; homeland security/defense; and financial/professional services – and focuses on companies that are able to pay their employees higher-than-average wages.</p> <p>EFI also works collaboratively with a statewide network of regional and local economic development organizations, or “partners,” to continually improve Florida’s business climate and ensure its global competitiveness. Florida not only competes with other U.S. states, but also with many other countries for business and investment.</p> <p>EFI is governed by a board of directors, which is comprised of top business, economic development and government leaders and chaired by the governor of Florida.</p>
Mission	Enterprise Florida’s mission is to diversify Florida’s economy and create better-paying jobs for its citizens by supporting, attracting and helping to create businesses in innovative, high-growth industries.

Divisions

Enterprise Florida focuses its efforts in three main areas:

Business Retention and Recruitment

Business retention and recruitment efforts help existing Florida companies grow and expand their operations. EFI also assists national and international companies in establishing Florida facilities and creating high-value, high-wage jobs.

International Trade

Enterprise Florida's International Trade and Business Development unit focuses on helping Florida's small- and medium-sized companies expand into the international marketplace and export their products and services worldwide. EFI also identifies and provides assistance to foreign companies interested in establishing facilities in Florida.

Marketing

The marketing arm of Enterprise Florida is responsible for establishing and building a pro-business image for the state. Its national and international marketing efforts promote Florida as a business site with unique location advantages, resources to support growth and a highly desirable quality of life.

Funding

Enterprise Florida is a partnership of government and private industry, funded by the Florida Legislature and statewide businesses. Private-sector funding supplements state appropriations to expand the services and capabilities of the organization.

Partnerships

Alliances with approximately 150 local, regional and national economic development organizations allow Enterprise Florida to combine and leverage resources to achieve statewide goals. EFI also partners with Florida's top public and private corporations, including:

Akerman Senterfitt	AmSouth Bank
Bacardi USA	Bank of America
Becker & Poliakoff, P.A.	BellSouth
Berry Corporation	Blue Cross and Blue Shield of Florida
Bright House Networks	Brown & Brown Insurance
Centex Construction	Citrix Systems
CNL Financial Group	Commercebank, N.A.
Core Communities	Darden Restaurants
Embraer Aircraft Holding	Florida Hospital
Florida Trend	FPL Group
Gulf Power Company	Harris Corporation
Holland & Knight, LLP	Hubbard Construction Co.
Hughes Supply	Lockheed Martin
Mayo Clinic of Jacksonville	Mitsubishi Power Systems
NASA	PBS&J
Progress Energy Florida	Publix Super Markets Charities

Rinker Materials
St. Joe Company
TECO Energy
Verizon
Walt Disney World Company

Sprint – Florida
SunTrust Bank of Florida
Tupperware Corporation
Wachovia

Website www.eflorida.com

Offices Enterprise Florida is headquartered in Orlando with offices in Tallahassee and Miami. EFI also has six Florida field offices for international trade and representation in 14 international locales to promote business and trade development in Florida.

Headquarters

390 North Orange Avenue, Suite 1300
Orlando, Florida 32801

Tallahassee Location

325 John Knox Road
The Atrium Building, Suite 201
Tallahassee, Florida 32303

Miami Location

2801 Ponce de Leon Boulevard, Suite 700
Coral Gables, Florida 33134

International Locations

Germany, Spain, United Kingdom, Israel, Japan, Taiwan, Korea, Mexico, Brazil, Venezuela, Canada, South Africa, Czech Republic and China.

**Basic Function
of the Position**

To ensure the successful fulfillment of the Enterprise Florida mission and strategic objectives, the President will:

- Represent and promote Enterprise Florida and its objectives and strategies in a variety of forums, with federal, state and local governments, partnering organizations, academic institutions, and businesses.
- Develop and maintain funding support to ensure achievement of organizational goals.
- Provide leadership, guidance and direction for programs and staff to facilitate the achievement of the mission and goals of the organization.

**Specific
Responsibilities
of the Position**

The President and CEO will be responsible for representing Enterprise Florida and advancing its objectives and the strategies in a variety of forums, including federal, state and local governments, partnering organizations, academic institutions, and businesses. Specific responsibilities for the position are to:

- Work closely with the Board of Directors and key constituents in the economic development process, including corporate, community and public sector leadership, to build commitment to and develop the resources for the goals of the organization.
- Achieve and maintain high visibility for the organization and enhance community awareness of Enterprise Florida activities.
- Build strategic working relationships with key public and private sector individuals to ensure opportunities for jobs or wealth creation in Florida. Market Florida proactively to corporate executives, site selection consultants, media and other intermediaries outside the State.
- Align and coordinate Enterprise Florida's efforts with the efforts of other economic development partners to grow programs and sponsorships that are mutually beneficial to the organizations and the State.
- Cultivate, enlist and maintain an effective, representative and strong Board.

Develop and maintain funding support to ensure achievement of organizational goals.

- Oversee the finances of Enterprise Florida, including development and management of the budget; ensure that funds are collected and expended to the best advantage within budgeting and contractual limitations and that physical assets and other property are appropriately safeguarded and administered.
- Oversee implementation of OTTED agreement, create strong working relationship between EFI and this key organization; identify and pursue strategic goals in partnership with OTTED in support of the Executive Office of the Governor.
- Lead and direct fundraising strategies. Develop and maintain effective relationships and partnerships within private and public sectors to ensure ongoing sources of funds for Enterprise Florida's efforts.

Provide leadership, guidance and direction for programs and staff to facilitate the achievement of the mission and goals of the organization.

- Communicate regularly to the Chairman, Vice Chairman, and Board of Directors on the state of the organization and all issues affecting the Board of Directors.

- Working with representatives from all key constituencies, develop an annual business plan; track and report progress toward achievement of strategic goals.
- Manage a large professional staff; directly manage executive team: provide leadership, direction, staff development opportunities and support to management team.
- Build and create culture conducive to productive work: encourage ongoing communications with and between management team, mentor and support staff, and create and administer compensation strategies to encourage successful achievement of organizational goals.

Experience/Skills

The President should have a successful track record leading and managing an independent economic development organization, an economic development arm of a broader business-oriented organization (e.g., Chamber of Commerce, etc.), or bring a broad business leadership background along with direct exposure and experience with economic development issues at a regional or state level. A candidate's economic development experience should include familiarity and involvement in all aspects of business and workforce marketing, recruitment and organic growth/retention. Substantive experience with both domestic and internationally oriented economic development initiatives is highly desirable. Experience in dealing with a state legislative body, and experience with government relations, public policy and public affairs will be a plus. Multi-lingual is also a plus.

Competencies and Personal Characteristics

“Entrepreneurial” Skills

- Thinking and problem solving skills: Develops plans, evaluates alternatives, and takes a logical and systematic approach to accomplishment of tasks. Ability to develop a vision for the organization, and generates break-through ideas.
- Achievement Orientation: Competes against a standard of excellence, either self-defined or against a predetermined goal. Demonstrates success in leading a dynamic, volatile environment. Capable of leading culture shifts and highly complex business on day one.
- Persistence: Takes repeated actions to overcome obstacles. Keeps the momentum going. Drives for results.
- Analytical Thinking: Has ability to understand a situation by breaking it apart into smaller pieces in a step-by-step way.
- Initiative: Demonstrates a preference for taking action and doing more than is expected or requested; acts to extend the organization into new areas, products or services.

“Relationship Building” Skills

- Teamwork and Cooperation: Works cooperatively as part of a team rather than working separately or competitively; is a consensus builder. Promotes collaboration.
- Organizational Awareness: Demonstrates ability to understand the power of relationships in his or her own organization or other organizations and the position of the organization in the larger world.
- Communications Skills: effectively communicates orally and in writing with confidence, clarity, credibility and regularity with all key constituent groups - economic development professionals, business leaders and the State government/legislature.
- Relationship Building: Works to build or maintain networks of contacts with people who might be useful in achieving work-related goals.
- Conflict Resolution: Demonstrates ability to resolve conflicts and negotiate disagreements.

Other characteristics

- Orientation to Others/Empathy: Demonstrates credibility, integrity and sincerity. Aggressive without being offensive.
- Interpersonal Understanding: Demonstrates ability/desire to listen and understand other people.
- Personal Maturity: Demonstrates self-confidence/ recognition of own limitations.

Compensation

A competitive compensation will be offered to the successful candidate.