



**Application Form
University Board of Trustees Position
State University System of Florida**

Name: Matthews Rebecca Shelton Date Completed: 12/14/24
Last First Middle and/or Maiden

INSTRUCTIONS

The information submitted will be used by the Board of Governors in considering action on your application. If appointed, please be advised that your appointment is subject to confirmation by the Florida Senate and you will be required to file an annual financial disclosure statement with the Florida Commission on Ethics.

Please type or print clearly. Please do not leave any questions blank – answer “none” or “not applicable” where appropriate.

All applications must be signed and witnessed by a Notary. Submit the original completed application via mail, email, or facsimile by the posted deadline to:

**State University System of Florida, Board of Governors
325 West Gaines Street, Suite 1614
Tallahassee, FL 32399**

Fax 850.245.9685 Chancellor@flbog.edu

PLEASE NOTE: any application submitted by facsimile or email must be received by the posted deadline and followed by the original signed application to above address.

EXCLUSIONS

The following conditions exclude eligibility for appointment as a University Board of Trustee member.

Registered Lobbyist: No ☒ Yes ☐ **Dual Office Holding:** No ☒ Yes ☐

Authority:

Section 112.313(17), Florida Statutes, prohibits any citizen member of a university board of trustees from having any employment or contractual relationship as a legislative lobbyist requiring annual registration under section 11.045, Florida Statutes.

Article II, section 5(a) of the Florida Constitution prohibits any person from holding more than one office under the government of the state, counties, and municipalities at the same time, except for certain exclusions stated therein (notary public, military officer, member of a statutory body having only advisory powers, etc.)

EXEMPTION FROM PUBLIC RECORDS

AS A GENERAL MATTER, APPLICATIONS FOR ALL POSITIONS WITHIN STATE GOVERNMENT ARE PUBLIC RECORDS THAT MAY BE VIEWED UPON REQUEST. HOWEVER, THERE ARE SOME EXEMPTIONS FROM THE PUBLIC RECORDS LAW FOR CERTAIN IDENTIFYING INFORMATION RELATING TO PAST AND PRESENT LAW ENFORCEMENT OFFICERS AND THEIR FAMILIES, VICTIMS OF CERTAIN CRIMES, ETC. IF YOU BELIEVE AN EXEMPTION FROM THE PUBLIC RECORDS LAW APPLIES TO YOUR SUBMISSION, PLEASE CHECK THIS BOX.

☐

Yes, I assert that identifying information provided in this application should be excluded from inspection under the Public Records Law.

IF YOU NEED ADDITIONAL GUIDANCE AS TO THE APPLICABILITY OF ANY PUBLIC RECORDS LAW EXEMPTION TO YOUR SITUATION, PLEASE CONTACT THE GENERAL COUNSEL FOR THE BOARD OF GOVERNORS.

Rachel Kamoutsas
General Counsel and Corporate Secretary
State University System of Florida, Board of Governors
325 West Gaines Street, Suite 1614
Tallahassee, FL 32399
(850) 245-0466

PERSONAL INFORMATION

Name: Matthews Rebecca Shelton Date Completed: 12/14/24
Last First Middle and/or Maiden

1. University Board of Interest: Are you applying for reappointment? Yes ☐ No ☒

FAMU ☐ FAU ☐ FGCU ☐ FIU ☐ FSU ☐ NCF ☐ UCF ☐ UF ☐ UNF ☐ USF ☐ UWF ☒ Florida Poly ☐

2. Residence Address: 3621 Mossy Creek Lane Tallahassee FL Leon 32311
Street City State County Zip Code
850-509-3494
Area Code/Phone Cell Phone

3. Current Employer or Occupation: Automated Health Systems

Business Address: 9370 McKnight Road Pittsburgh PA
Street Office#/Suite City State
15237

Post Office Box Suite Zip Code Area Code/Phone Number

rebeccasheltonmatthews@yahoo.com

E-mail Address

4. Specify the preferred mailing address: Business ☐ Home ☒ Fax # _____

5. List all places of residence for the past five (5) years.

Address	City and State	From	To
4560 Grove Park Drive	Tallahassee, FL	September 2009	March 2024
3621 Mossy Creek Lane	Tallahassee, FL	March 2024	Present

6. List all former and current residences outside of Florida that you have maintained at any time during adulthood.

Address	City and State	From	To
None			

***IF THE NOMINATION AND GOVERNANCE COMMITTEE SELECTS YOUR APPLICATION TO MOVE FORWARD FOR CONSIDERATION, YOU WILL BE REQUIRED TO SUBMIT YOUR DATE OF BIRTH, PLACE OF BIRTH, SOCIAL SECURITY NUMBER, DRIVER'S LICENSE NUMBER AND ISSUING STATE IN ORDER TO CONDUCT A BACKGROUND SCREENING. YOU WILL RECEIVE A SEPERATE FORM TO FILL OUT REGARDING THIS INFORMATION FROM THE DIRECTOR OF UNIVERSITY TRUSTEE RELATIONS. THIS INFORMATION IS NOT SHARED WITH THE NOMINATION AND GOVERNANCE COMMITTEE. REFER TO ATTACHED NOTICE ON USE OF SOCIAL SECURITY NUMBERS.**

7. Have you ever been known by any other legal name? Yes ☒ No ☐ If "Yes" explain.

Rebecca Lynn Shelton - birth name

Rebecca Shelton McCarley - first marriage

Rebecca Shelton Matthews - present marriage

8. Are you a United States citizen? Yes ☒ No ☐ If "No" explain.

9. If you are a naturalized citizen, date of naturalization: Not applicable

10. Since what year have you been a continuous resident of Florida? 1983

11. Are you a registered Florida voter? Yes ☒ No ☐

12. Have you ever been charged or indicted for violation of any federal, state, county or municipal law, regulation, or ordinance? (Exclude traffic violations for which a fine or civil penalty of \$150 or less was paid.) Yes ☐ No ☒ If "Yes" give details:

Date	Place	Nature	Disposition
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13. Has probable cause ever been found that you were in violation of Part III, Chapter 112, F.S., the Code of Ethics for Public Officers and Employees? Yes ☐ No ☒ If "Yes", give details:

Date	Nature of Violation	Disposition
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14. Have you ever been suspended from any office by the Governor of the State of Florida?

Yes ☐ No ☒ If "Yes", list:

Title of Office: _____ Reason for Suspension: _____

Date of Suspension: _____ Result: Reinstated ☐ Removed ☐ Resigned ☐

15. Are there any pending lawsuits against you or are you a party to a lawsuit in any court in which you are the plaintiff or defendant? Yes ☐ No ☒ If "yes", what type and where?

16. Have any judgments been entered against you as a result of any civil or administrative proceeding(s)? Yes ☐ No ☒ If "yes", identify the proceeding(s) that resulted in the judgment and the date the judgment was entered.

17. Are you now engaged in activities, or have you engaged in activities in the past, that will reflect unfavorably on the board to which you seek appointment? Yes ☐ No ☒ If "yes", explain.

18. Have you ever been refused a fidelity, surety, performance, or other bond? Yes ☐ No ☒ If "Yes", explain.

EDUCATION, LICENSURE, MEMBERSHIPS

19. Education

A. High School: Chamberlain High School - Tampa, Florida Year Graduated: 1996
(Name and Location)

B. List all postsecondary educational institutions attended:

<u>Name and Location</u>	<u>Date Attended</u>	<u>Certificates/Degrees Received</u>
<u>Florida State University</u>	<u>1996-2000</u>	<u>B.S., Communications and Minor Political Science</u>
<hr/>	<hr/>	<hr/>
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20. Have you received any degree(s) or professional certification(s) related to the subject matter of this appointment? Yes ☐ No ☒ If "Yes", list:

21. Have you held or do you hold an occupational or professional license or certificate in the State of Florida? Yes ☐ No ☒ If "Yes", provide the title and number, original issue date, and issuing authority. If any disciplinary action (fine, probation, suspension, revocation, and/or disbarment) has ever been taken against you by the issuing authority, state the type and date of the action taken:

<u>License/Certificate Title & Number</u>	<u>Original Issue Date</u>	<u>Issuing Authority</u>	<u>Disciplinary Action/Date</u>
<hr/>	<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>	<hr/>
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22. Identify all association memberships and association offices held by you that relate to this appointment:

None.

23. Name any business, professional, occupational, civic, or fraternal organization(s) of which you are now a member, or of which you have been a member during the past five (5) years, the organization address(es), and date(s) of your membership(s).

Name	Mailing Address	Office(s) Held & Term	Date(s) of Membership
Florida Education Foundation (FEF)	325 West Gaines Street, Tallahassee, FL 32399	Current Chair, Past Treasurer	2019 - Present
National Healthcare and Public Health Sector Coordinating Council (Health and Human Services Agency)	400 7th Street SW, Washington, DC, 20024	Private Sector Member	2019 - Present
Board Director of the National Work Readiness Council	930 Thomasville Road, Suite 102 Tallahassee, FL 32308		2020 - 2024
Economic Club of Florida	325 John Knox Road, Suite L103 Tallahassee, FL	Former Sustaining Member	2018-2019

24. Are you now, or have you within the past four (4) years, been a member of any club or organization that, to your knowledge, in practice or in policy, restricts membership or restricted membership during the time that you belonged, on the basis of race, religion, national origin or gender? Yes ☐ No ☒ If "yes", detail the name and nature of the organization, relevant policies and practices, and state whether you intend to continue as a member if appointed by the Board of Governors.

EMPLOYMENT HISTORY AND PROFESSIONAL BACKGROUND

25. Concerning your current employer and for all of your employment, including self-employment, during the last five years, list your employer's name, business address, type of business, occupation or job title, and period(s) of employment:

Employer Name and Address	Type of Business	Occupation/Title	Period of Employment
Automated Health Systems	Healthcare Services	Vice President	October 2019 to present
Rebecca S. Matthews Consulting	LLC	Registered Agent of the LLC	2019 - March 2024

26. Have you ever been employed by any state, district, or local government agency in Florida? Yes ☒ No ☐ If "Yes", identify the position(s), the name(s) of the employing agency, and the period(s) of employment, and reason for leaving:

Position	Employing Agency	Period of Employment
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Please refer to the attached supplement.

27. Have you ever been responsible or played a role in managing a business or other corporate entity? Yes ☒ No ☐ If "Yes", state the name of the business, the dates of your involvement, and provide a brief description of your involvement.

See attachments for further details.

28. Are you or have you ever been a member of the United States armed forces? Yes ☐ No ☒
If "Yes" list:

A. Dates of service:

B. Branch or component:

C. Date and type of discharge:

29. Do you currently hold an office or position (appointive, civil service, or other) with the Federal or any foreign government? Yes ☐ No ☒ If "Yes", please list:

30. Have you previously been appointed to any office that required confirmation by the Florida Senate? Yes ☒ No ☐ If "Yes", list:

Title of Office: Board Member of the Florida Board of Physical Therapy

Term of Appointment: Served 2023-2024. Termed for 2027, however, resigned from board in abundance of caution due to current employer.

Confirmation results: Confirmed by the Senate

31. Have you ever been elected or appointed to any public office in this state? Yes ☒ No ☐
If "Yes", state the office title, date of election or appointment, term of office, and level of government (city, county, district or state):

Office Title	Date of Election or Appointment	Term of Office	Level of Government
Board Member and Chair of Florida Education Foundation Appointed in 2021 by Commissioner Richard Corcoran to serve as Treasurer. Appointed as Chair by Commissioner Manny Diaz.			
The FEF is a Direct Service Organization housed within the Department of Education. Presently serving as Chair.			

Board Member of the Board of Physical Therapy, 2023-2024, State Agency Level/Department of Health/Gubernatorial Appointment

If your service was on an appointed board(s), committee(s) or council(s):

A. How frequently were meetings scheduled? Quarterly

B. If you missed any of the regularly scheduled meetings, state the number of meetings attended, number missed, and the reason(s) for absence(s).

Meetings Attended	Meetings Missed	Reason for Absence
Florida Board of Physical Therapy	Two	Family matters
Florida Education Foundation	One	Due to personal illness

32. Have you ever served on any profit or not-for-profit board? Yes ☒ No ☐ If "Yes", state the title, date of appointment, length of service, and provide a brief description of your involvement.

Florida Education Foundation - Director, Treasurer and current Chair

Florida Work Readiness Council - Director

See attachments for further details.

33. Have you ever been a registered lobbyist or have you lobbied at any level of government at any time during the past five years? Yes ☐ No ☒ If "Yes", please explain:
A. Did you receive any compensation other than reimbursement for expenses? Yes ☐ No ☐
B. Name of agency or entity you lobbied and the principals you represented:

Agency Lobbied

Principals Represented

34. Describe your experiences and interests or elements of your personal history that qualify you for this appointment.

Please refer to the attached supplement.

35. Describe your understanding of the role of a member of a university board of trustees.

Please refer to the attached supplement.

CONFLICT OF INTEREST

36. Describe any involvement with and/or relationship to the university to which you are applying (other than as a student).

As a parent of two college age students, we did research and consider UWF as an option for them to attend, as well as the other universities in Florida.

I am proud to report our children attend two state universities.

37. Have you, or any business of which you have been an owner, officer, or employee, held any employment or contractual relationship during the last four (4) years with the university to which you are seeking appointment? Yes ☐ No ☒ If "Yes", identify:

Name of Business

Your Relationship to Business

Business' Relationship to University

38. Have members of your immediate family (spouse, child, parent(s), sibling(s)), or businesses of which members of your immediate family have been owners, officers, or employees, held any employment or contractual relationship during the last four (4) years with the university to which you are seeking appointment? Yes ☐ No ☒ If "Yes", explain:

<u>Name of Business</u>	<u>Family Member's Relationship to you</u>	<u>Family Member's Relationship to Business</u>	<u>Business' Relationship to University</u>

39. Do you know of any reason why you will not be able to attend fully the duties of the position to which you have been or will be appointed? Yes ☐ No ☒ If "yes", explain:

REFERENCES

40. List three persons who have known you well during the past five (5) years. Include a current, complete address and telephone number. Exclude your relatives and members of the Florida Senate.

<u>Name</u>	<u>Mailing Address</u>	<u>Zip Code</u>	<u>Area Code/Telephone Number</u>
The Honorable Aaron Bean			
The Honorable Frances Perrone, Judge,			
Alex Sanchez, Nasdaq Executive Adviso			

CERTIFICATION

STATE OF Florida

COUNTY OF Leon

Before me, the undersigned authority, personally appeared Rebecca Matthews who after being duly sworn, says: 1) that he/she has carefully prepared or read the answers to the foregoing question; 2) that the information contained in said answers is complete and true; 3) that he/she will, as an appointee, fully support the Constitutions of the United States and the State of Florida. Be it further known that in signing this document the undersigned understands that a background check by the Florida Department of Law Enforcement will be performed on all nominees who are recommended to the Florida Board of Governors and that he/she has received a copy of the Board of Governors' Statement on the Collection, Use or Release of Social Security Numbers.



Affiant's signature

Sworn to and subscribed before me on this 14 day of December, 2024, by

Rebecca Matthews





(signature of notary)

Janelle Keegan

(typed, printed or stamped name)
Notary Public
Commission No.: #HH534340
My Commission Expires: 06/04/2028

Personally Known _____ OR Produced Identification ✓

Type of Identification Produced drivers license

Statement on the Collection, Use, or Release of Social Security Numbers

Florida law requires that public entities provide individuals with a written statement identifying the state or federal law governing the collection, use, or release of social security numbers for each purpose for which the entity collects an individual's social security number. The collection of social security numbers by the Board of Governors is either specifically authorized by law or imperative for the performance of the Board's responsibilities as prescribed by law and the Florida Constitution. The following list identifies the purposes for which social security numbers may be collected, used, or released, and the pertinent authority:

1. For employment eligibility and reports to IRS and the Social Security Administration, including for W-4's and I-9s [Required by federal statute and regulation 26 U.S.C. 6051 and 26 C.F.R. 31.6011(b)-2, 26 C.F.R. 301.6109-1 and 31.3402(f)(2)-1, and Fla. Stat. §119.071(5) (a) 6]
2. To verify an alien's eligibility for employment, including I-9 [Authorized by 8 U.S.C. 1324 a(b) and 8 C.F.R. 274a.2]
3. For income tax withholding (including for annuity and sick leave)/payroll deductions on W-2's [Required by 26 U.S.C. 3402, 26 C.F.R. 31.6051-1 and Fla. Stat. §119.071(5) (a) 6]
4. For enrollment/participation in the Florida Retirement System (FRS) and contributions to FRS (Required by Fla. Admin. Code 19-11.010, 19-11.006 and 19- 11.007 and Fla. Stat. §119.071(5) (a) 6 or required by Fla. Stat. §121.051 and 121.071 and Fla. Admin. Code 19-13.003 and Fla. Stat. § 119.071(5) (a) 6]
5. For Level 1 and level 2 criminal background checks conducted by the Florida Department of Law Enforcement for employees and/or Board appointees to university boards of trustees [Required by Fla. Admin. Code 11C-6.003 and Fla. Stat. § 119.071(5) (a) 6]
6. For social security contributions [Required by Fla. Admin. Code 60S-3.010 and Fla. Stat. §119.071(5) (a) 6]
7. For income deduction notices for child support, alimony and child support, and for child support enforcement [Required by Fla. Stat. § 61.1301 (2) (e), 45 C.F.R. 307.11, or Fla. Stat. §§ 61.13, 742.10, 409.2563, 409.256, or 742.031]
8. For unemployment compensation benefits [Required by Fla. Stat. Ch. 443 and Fla. Stat. §119.071(5)(a)6]
9. Reports of worker's compensation injury or death [Required by Fla. Stat. § 440.185, Fla. Admin. Code 69L-3.003 et seq. and Fla. Stat. § 119.071(5) (a) 6]; and worker's compensation petitions for benefits and responses [Authorized by Fla. Admin. Code 60Q-6.103 and Fla. Stat. § 119.071(5) (a) 6]
10. Vendors/Consultants for whom a federal tax identification number is not available.

[Required by 26 C.F.R. § 31.3406-0, 26 C.F.R. § 301.6109-1, and Fla. Stat. §119.071 (5) (a) 6]

11. The disclosure of the social security number is for the purpose of the administration of health benefits for a Board employee or his or her dependents [Required by Fla. Stat. § 119.071(5) (a) 6]
12. Authorization for direct deposit of funds by electronic or other medium to a payee's account [Required by Fla. Stat. § 119.071(5) (a) 6]
13. Tort claims and tort notices of claim against the Board of Governors [Required by Fla. Stat. § 768.28 (6), and Fla. Stat. § 119.071(5) (a)]
14. Collection and/or disclosure is imperative or necessary for the performance of the Board's constitutional duties and responsibilities, including but not limited to collection of student and employee data from state universities. [Authorized by Sections 483 and 484 of the Higher Education Act of 1965, Art. IX, s. 7, Fla. Const., BOG Regulation 3.007, Fla. Stat. § 1001.706(4)(c), and Fla. Stat. § 119.071(5) (a) 6]
15. The disclosure of the social security number is expressly required by federal or state law or a court order [Authorized by Fla. Stat. § 119.071(5) (a) 6]
16. The individual expressly consents in writing to the disclosure of his or her social security number [Authorized by Fla. Stat. § 119.071(5) (a) 6]
17. The disclosure of the social security number is made to a commercial entity for the permissible uses set forth in the federal Driver's Privacy Protection Act of 1994, 18 U.S.C. Sec. 2721 et seq.; the Fair Credit Reporting Act, 15 U.S.C. Sec. 1681 et seq.; or the Financial Services Modernization Act of 1999, 15 U.S.C. Sec. 6801 et seq., provided that the authorized commercial entity complies with the requirements of Fla. Stat. § 119.071(5) [Authorized by Fla. Stat. § 119.071(5) (a) 6]

Supplemental Document for Application Questions – University Board of Trustees
Rebecca Matthews

26. Have you ever been employed by any state, district, or local government agency in Florida?

- Legislative Affairs Intern, Florida Comptroller (Prior to Cabinet Reorganization) 1998-1999 (Attended FSU at the time and offered other opportunity outside of government)
- Staff for Team Florida 2000 (Y2K) Department of Management Services 1999-2000 (Attended FSU, graduated, started by professional career at the Florida Medical Association and then the Florida Bankers Association)
- Legislative Affairs Director, Florida Lottery 2004-2005 (Resigned from Lottery for opportunity at DMS)
- Legislative Affairs Director, Florida Department of Management Services 2005-2007 (Resigned from DMS for opportunity at OIR)
- Chief of Staff/Deputy Chief of Staff Florida Office of Insurance Regulation 2008-2015 (Resigned from OIR to serve as CEO of Florida Healthy Kids Corporation)

27. Have you ever been responsible or played a role in managing a business or other corporate entity?

Florida Healthy Kids Corporation. Served as the Chief Executive Officer. Led not-for-profit corporation, created by the State of Florida to promote children's health insurance for Florida KidCare, Children's Health Insurance Program (CHIP) and Medicaid. Including private pay insurance as well. Oversaw complex state and federal budget, operations, accounting, technology and programmatic structures, marketing, etc.). *See attached resume for further details.*

Automated Health Systems, Vice President. Executive charged with building presence as a national leader in the health management services sector. Subject expert for bid proposal development, negotiation, and execution and advising on complex budget, state and federal rules and regulations. *See attached resume for further details.*

34. Describe your experiences and interests or elements of your personal history that qualify you for this appointment.

Over the course of my life and career, I have had the opportunity to engage in multiple facets of our state's education system.

Earlier in my career, I spent time mentoring/guest teaching in K-5 schools (e.g., reading, testing prep or Junior Achievement). Over the past several years, I have been mentoring university students, serving on the Florida Education Foundation and watching two of my own children attend Florida universities.

I was also fortunate to lead a children's health insurance not-for-profit, which emphasized key factors for children and learning are health and wellness. Additionally, serving as an executive of privately held health services company, as well as state agency experience as a Chief of Staff I have gained a breadth of knowledge related to state and federal budget process, recruitment and retention, executive engagement, developing and implementing budgets, strategic planning, performance metrics, leading large complex IT and insurance contracts, among other relative elements that lend valuable expertise to a university trustee position.

Cumulatively, these experiences have informed me and fueled my desire to serve in a further capacity at the university level.

35. Describe your understanding of this role of a member of a university board of trustees.

As a member of a university of board of trustees, there is a duty to uphold all fiduciary responsibilities for each university, develop the budget, meet accountability plan metrics, as well as strategic plan objectives, among other critical matters outlined in the overarching trustee training materials outlined in several publications provided by the Board of Governors/Trustees website, statutes and rules. The trustees work closely with the university president providing leadership for the university operations, research and collaboratively bring required deliverables and reports to the Board of Governors to ensure the university is operating efficiently, effectively and for the betterment of the students and Florida. Each university has a unique plan for contributing to the students' areas of study and focus for enhancing the region, Florida and the global economy.

REBECCA MATTHEWS

3621 Mossy Creek Lane • Tallahassee, Florida 32311
rebeccasheltonmatthews@yahoo.com • (850) 509-3494

PROFESSIONAL EXPERIENCE

AUTOMATED HEALTH SYSTEMS VICE PRESIDENT

Tallahassee, Florida
October 2019-Current

- Executive charged with leading efforts to build brand presence as a national leader in the health management services sector— including, but not limited to, Business Process Outsourcing Services (call center/mail fulfillment operations, field operations/outreach, document management, payment processing, self-services technology); Contract Expertise (enrollment broker, health insurance exchanges, eligibility operations, provider services, alternatives to managed care, care delivery system transitions); as well as other lines of business (provider network verification, data transfer expertise, mobile app, chat bot and website design)
- Promote the success of a comprehensive program of services and foster partnerships with policymakers, government and regulatory bodies (national, state and local), trade organizations (national, state and local), corporate entities and other key stakeholders
- Advise and implement external affairs strategy and corporate efforts in support of mission and goals with a focus on external trends, evolving policy and partnerships
- Subject matter expert throughout procurement proposal development, negotiation and execution phases
- Serve as a spokesperson to external audiences and advise on marketing and communications efforts
- Represent AHS as an appointed member of the National Healthcare and Public Health Sector Coordinating Council (HPHSCC) – an organization that represents private sector interests and perspectives in the public-private partnership to protect the national healthcare infrastructure

FLORIDA EDUCATION FOUNDATION CHAIR OF BOARD

Tallahassee, Florida
September 2021-Current

- Established in 1984, the Florida Education Foundation supports the Florida Department of Education and highest student achievement for all Florida students through: recognizing and supporting the development of teachers, learners and leaders; telling the story of Florida's education progress in preparing students for lifelong success; and raising and managing financial resources to improve Florida's outcomes
- As a valued partner in public education, the FEF invests in high achievement for every student to contribute to Florida's globally competitive workforce
- Named by Florida Education Commissioner, Manny Diaz, Jr., to serve as Chair in 2022. Duties as a Board Member and Treasurer in 2021.

FLORIDA HEALTHY KIDS CORPORATION CHIEF EXECUTIVE OFFICER

Tallahassee, Florida
March 2015-June 2019

- Led not-for-profit Corporation, created by the State of Florida, to promote children's health insurance for the Florida KidCare Program with more than 2.4 million enrollees (including private pay insurance, as well as subsidized Children's Health Insurance Program (CHIP) and Medicaid)
- Grew annual budget from \$350 million to more than \$430 million due to enrollment growth
- Oversaw complex administrative operations, accounting and programmatic structures (included, but not limited to, an annual \$15 million third party contract to operate an Affordable Care Act compliant system to administer eligibility, enrollment and customer call center; the collection of more than \$5 million in monthly enrollee premiums; and payment of \$30 million per month to health and dental plans)
- Developed organizational strategy in conjunction with the Board of Directors, led by the Chief Financial Officer of Florida, and comprised of appointees of the Governor and CFO
- Principal representative for the Corporation as it related to external affairs (including engagement with insurance companies, business/community partners, legislative development/implementation and directing government affairs teams at the state and federal levels)
- Served as lead spokesperson for the Corporation (e.g., TV, radio, print, other electronic media)
- Guided internal/external communications, public relations, social media, statewide advertising and direct marketing efforts
- Directed and further enhanced the Corporation's data analytics and market research program to further its strategic efforts to recruit and retain enrollees

FLORIDA OFFICE OF INSURANCE REGULATION
CHIEF OF STAFF/DEPUTY CHIEF OF STAFF
DIRECTOR OF GOVERNMENT AFFAIRS

Tallahassee, Florida
February 2008-March 2015

- Managed day-to-day operations of the Office, with an annual budget of \$30 million and 288 employees, charged with regulating Florida's complex insurance marketplace – one of the largest markets in the world covering health and life, as well as property and casualty insurance among other lines of business
- Led Government Affairs efforts for the Office's legislative agenda and matters before the Governor and Cabinet
- Provided policy and strategic counsel regarding annual legislative budget requests and served as the primary lobbyist for budget related matters and implementation
- Oversaw the budget, accounting and human resource management team
- Directed external communications, media relations and served as spokesperson
- Guided the information technology, market research, data collection and business development units
- Managed procurements, negotiation and contract oversight

FLORIDA DEPARTMENT OF MANAGEMENT SERVICES
LEGISLATIVE AFFAIRS DIRECTOR

Tallahassee, Florida
August 2005-October 2007

- Directed the legislative program for the Department with an annual budget of \$658 million and the delivery of more than \$7 billion in government programs and services – including state employee and retiree health insurance and benefits, statewide procurement, information technology, retirement system, human resource management, real estate management and private prisons
- Provided strategic counsel on legislative and budget affairs, represented the department before legislative committees and managed the implementation of passed legislation
- Served as liaison between the Secretary and the Executive Office of the Governor, legislators, external lobbyists, trade associations and other stakeholders
- Developed and attained passage of bills that increased the department's authority to strategically manage Florida's real estate portfolio; assured the privacy of bidders' proprietary information during the negotiation phase of a procurement; and codified the requirement for state departments to make all electronic information accessible to individuals with disabilities

FLORIDA DEPARTMENT OF LOTTERY
LEGISLATIVE AFFAIRS DIRECTOR

Tallahassee, Florida
February 2004-August 2005

- Directed the legislative program for the Florida Lottery with \$4 billion in annual sales and more than \$1 billion contributed to education annually
- Provided proactive policy and strategic counsel on legislative and budget affairs, represented the Lottery before legislative committees and managed the implementation of passed legislation
- Served as liaison between the Secretary and the Executive Office of the Governor, legislators, external lobbyists, trade associations and other stakeholders
- Attained passage of a bill that gave the Lottery flexible prize payout authority for on-line ticket games (i.e., LOTTO) resulting in the highest sales to date during the 2006-2007 fiscal year

JOHNNIE BYRD FOR U.S. SENATE
DIRECTOR OF COMMUNICATIONS

Tallahassee, Florida
August 2003-February 2004

- Directed the communications activities of the campaign and served as lead spokesperson
- Developed campaign strategy and communications messaging
- Drafted press releases, speeches, website content and other campaign marketing materials
- Coordinated statewide campaign press events and fundraisers

FLORIDA BANKERS ASSOCIATION
VICE PRESIDENT OF COMMUNICATIONS

Tallahassee, Florida
September 2001-August 2003

- Editor of *Florida Banking* magazine (all aspects of producing and managing a monthly magazine including: creative leadership related to cover story, location and member photography session for the cover, feature stories, advertising, officer columns, product offerings, continuing education and industry related articles)
- Served as spokesperson for local, state and national media
- Directed the Florida Bank Marketers Network
- Developed and implemented multi-media campaigns, drafted speeches and led website efforts
- Managed the communications team and external contractors for magazine design and ad sales

FLORIDA MEDICAL ASSOCIATION
COMMUNICATIONS/PUBLICATIONS COORDINATOR

Tallahassee, Florida
May 2000-September 2001

- Served as spokesperson for local, state and national media
- Coordinated press conferences and editorial board visits
- Drafted weekly/quarterly publications, press releases, editorial columns and talking points

OTHER PROFESSIONAL EXPERIENCE/TRAINING/VOLUNTEER EFFORTS

- More than 20 years of contract management, procurement, government affairs and communications experience, as well as strategic planning and implementation efforts
- Medicaid, Children's Health Insurance Program, Affordable Care Act, Public/Private Insurance Regulatory, Provider, Health Insurance Exchange expertise
- Member of the Florida Board of Physical Therapy (Appointed by Governor Ron DeSantis – served 2023-2024)
- Member of the National Healthcare and Public Health Sector Coordinating Council (HPHSCC) – an organization that represents private sector interests and perspectives in the public-private partnership to protect the national healthcare infrastructure. The HPHSCC serves as the private sector counterpart and partner to the Healthcare and Public Health Government Coordinating Council which is coordinated through National Homeland Security and Health and Human Services.
- Director for the National Work Readiness Council, a national nonprofit workforce development, training and advocacy organization
- Florida State University mentor and guest speaker in Business and Communication Schools (2020–2024)
- Volunteered at College Preparatory School (Parent Ambassador Program Chair, Fundraiser, Strategic Planning and Member of Design Team for Innovation and Partnerships (2014–2022)
- State of Florida Governor-elect DeSantis/Lt Governor-elect Nunez Health and Wellness Policy Transition Advisory Committee (2018)
- Florida State Advisory Council on Early Childhood Care and Education (2018–2019)
- National Association of Insurance Commissioners – Commissioners Forum
- Leadership, media and emergency preparedness training/volunteer
- Political campaigns, inaugural events, transition advisory efforts
- Junior Achievement Teacher/STEM Skills & Entrepreneurship
- Certified volunteer with the U.S. Veterans Administration
- Leon County Mentoring Partnership/Reading and Test Preparation
- Former Sustaining Member of the Economic Club of Florida

EDUCATION

THE FLORIDA STATE UNIVERSITY
Bachelor of Science
Major: Communications
Minor: Political Science

Tallahassee, Florida
June 2000

REFERENCES UPON REQUEST