EXECUTIVE SEARCH

Florida West

economic development alliance

SEARCH FOR:
CHIEF EXECUTIVE OFFICER

GREATER PENSACOLA, FLORIDA

www.thenextmovegroup.com/floridawest
ABOUT THE POSITION

The CEO functions as the chief administrative/executive officer of the Community Economic Development Association, Inc. (dba “FloridaWest EDA”) and serves as the public face and voice of the corporation by playing a leading role in building and maintaining collaborative relationships with business and community leaders. The CEO is responsible for leading the organization and overseeing all financial, operational, and planning functions for all services relative to the goals and objectives of FloridaWest's Board and Mission.

This position manages all economic development efforts for FloridaWest, to include the ability to attract and recruit new businesses and demonstrated skill with existing business retention and expansion, workforce development, entrepreneurship, site development, and project management. The CEO is directly responsible to the President, Executive Committee, and Board of Directors for all actions involving FloridaWest. Assigned work is performed independently and the individual must exercise initiative and judgment in the performance of duties. This employee is responsible for determining the urgency and priority of workload. This is a salaried, exempt position. Long work hours exceeding normal business hours are required on most days and without extra compensation.
The CEO is Responsible for...

- Formulating, planning, organizing, and administering objectives and policies for achieving major area goals.

- Assuring the critical success factors of the organization are constantly highlighted and addressed.

- Assuring FloridaWest’s effective and profitable operation through optimum use of human resources, financial resources, equipment, technology, and processes in order to fulfill the goals of FloridaWest.

- Assuring sound business practices are in place and used by all staff.

- The finances of the organization, including: the planning of the budget, presentation to the Board of Directors, and control and audit of the approved budget.

- Approving disbursements, co-signing checks with the officers, and maintaining general control of expenditures.

- Establishing and maintaining a satisfactory working relationship with community leaders, public officials, and private and public agencies.
Search for: Chief Executive Officer

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FloridaWest EDA - Greater Pensacola, Florida

Key Duties and Responsibilities

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KEY DUTIES AND RESPONSIBILITIES

- Serving as a spokesperson for FloridaWest and the Pensacola Escambia County Economic Development Commission.

- Presenting to various organizations - professional and civic groups - in areas concerning FloridaWest, its activities, and purpose.

- Serving as advisor to the President, Executive Committee, and Board of Directors regarding FloridaWest’s policy and the drafting of President and Board-directed policy statements.

- Interacting with the organization’s Board of Directors and committees, as directed.

- Serving as a non-voting member of the Executive Committee, Board of Directors, and all other committees and task forces.

- Supervising all employees, including hiring, establishing salary levels, and termination, within limits of the budget and policies adopted by the Board of Directors.
KEY DUTIES AND RESPONSIBILITIES

- Delegating responsibilities to appropriate staff members.
- Making final decisions as to the selection or termination of all direct reports.
- Preparing and maintaining statements regarding all FloridaWest policies set forth by the Board of Directors, and formulating plans whereby the Board may re-examine, reaffirm, and/or rescind such policies, when necessary.
- The location, design, and upkeep of facilities and equipment, in concurrence with the Board, which provide for efficient operation and an attractive first impression to the community.
- Serving as a point of reference and information for all of FloridaWest's activities.
- Working directly with companies that lead to increases in job growth at those companies.
- Developing and managing product development efforts to assist companies in the creation of new jobs.
- Managing Economic Development Department staff in areas including: technology, entrepreneurship, existing business, business recruitment, project management, and workforce development.
- Meeting with key partners in the community to assist in economic development activities, including business recruitment and retention, product development, and entrepreneurial efforts.
- Creating partnerships regionally, nationally, and globally with business leaders, investors, site selection consultants, state and national economic development professionals, and private sector clients, focused on economic development programs and opportunities.

This job description reflects management's assignment of essential functions; it does not prescribe or restrict other tasks that may be assigned. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.
ABOUT THE ORGANIZATION

FloridaWest Economic Development Alliance is a 501(c)6 non-profit funded by Escambia County, the City of Pensacola and the private sector. The current staff of FloridaWest is approximately five, full-time, positions and the budget is approximately $1.3 Million, annually. Through private sector partnerships, FloridaWest works to retain and attract new business, promote sustainable development, address infrastructure challenges, and improve quality of life for a rapidly growing community.

In October 2022, FloridaWest, announced their new five-year strategic plan: [https://www.floridawesteda.com/strategicplan](https://www.floridawesteda.com/strategicplan)

FloridaWest works to connect the Greater Pensacola region's assets, resources, and skilled workforce with business and industry in an effort to build a thriving industrial and professional community for the ongoing economic growth and prosperity of the region. **FloridaWest means business in Greater Pensacola.**
Pensacola is a premier city in the third largest state in the nation and offers employers a large and available pool of workers at a more affordable rate than other comparative high-tech states due to a competitive tax structure and low cost of living. Additionally, Florida's workforce is more culturally and linguistically diverse, providing additional competitive advantages to employers seeking to serve a global marketplace.

- Greater Pensacola’s labor force is the youngest in the state of Florida. Nearly 25% of the 176,389 workers within a 30-minute labor shed are millennials.

- Innovative and flexible, these workers enjoy living and working in an area that allows them to connect and collaborate with others.

- Greater Pensacola is home to more than 35,000 military retirees – the second largest concentration in the nation – these professionals are educated, disciplined, technically proficient self-starters; the type of employees that all leaders want in their companies.

A Steady Talent Pipeline: Escambia County Career Pathways

The Greater Pensacola area has served as a flagship community in developing career and technical education in the K-12 school system through industry-driven career academies. There are more than 60 career academies in Greater Pensacola at the middle- and high-school level; students can graduate with an industry certification and a diploma. Target industries include aviation manufacturing; maintenance, repair and overhaul (MRO); and cybersecurity, are represented in a variety of academies.

Workforce Training and Incentives:

Pensacola’s post-secondary and technical training institutes are driven by the need of business and industry and achieve success through collaboration. With a combined enrollment of over 47,000 students, all four institutions are a major contributor to the local workforce pipeline.
Workforce Training and Incentives:

Florida’s innovative workforce training programs can reimburse company training expenses up to 50% through curriculum development, trainer time, and resources. Turnkey solutions exist for new and existing businesses seeking assistance with retraining incumbent workers for more highly skilled positions.

Greater Pensacola’s partnerships with Workforce Escarosa and Pensacola State College allow companies to take advantage of continuing education and implement training on new equipment or processes.

- Workforce Investment Act (WIA) training opportunities
- Workforce Escarosa Partnership offers skilled worker opportunities at no cost
- FloridaFlex Talent Support Resources
- Work Opportunity Tax Credit
- On-the-Job Training Opportunities

TRANSPORTATION & LOGISTICS

Pensacola is located at Florida’s western tip, at the center of the US Gulf Coast, we can reach Houston, Texas, and Nashville, Tennessee, just as quickly as Miami. There are daily direct flights from Pensacola International Airport to Washington, DC, and other locations.

View additional information about Pensacola’s logistical advantages here.
The Pensacola MSA provides direct north-south and east-west connectivity, access to national and global markets, and the ability for business and industry to reach its customer base efficiently. Our transportation network is perhaps why the Texas A&M Urban Mobility Study (2012) said Pensacola is one of the least congested cities in the US.

Interstates:

- East/west via Interstate 10, spanning a total of 2,460.34 miles from Los Angeles to Jacksonville.

- Interstate 110, a north-south connector, extends from I-10 to the heart of Pensacola’s business district and Palafox Street; leading into the Port of Pensacola.

Rail:

- Greater Pensacola is connected to every major population center in 23 states east of the Mississippi River, and the Canadian provinces of Quebec and Ontario, via CSX, Class I main-line railroad, and Rail America (Alabama and Gulf Coast Railway), Class III short-line railroad, which also connects into the Norfolk Southern main-line rail system.

Seaports:

- **Port of Pensacola**: is NW Florida’s most diverse and business-focused deep-water port. As a full-service port, offerings include stevedore and marine terminal services for all descriptions of bulk, break-bulk, unitized freight, and special project cargo.

  - Offshore vessel Marine Maintenance, Repair, and Overhaul (MRO) services are also delivered by Port tenants and business partners.

  - A 55+ acre industrial facility, the port has covered warehouses, laydown and working areas, and other logistics facilities for short term operations or long-term lease.

  - Within 90 miles of the Ports of Mobile and Panama City.
TRANSPORTATION & LOGISTICS

Air:

- Greater Pensacola is home to the only international airport between New Orleans, Louisiana, and Jacksonville, Florida. Northwest Florida is home to four commercial airports and 17 general/public aviation airports. **Get anywhere from Pensacola!**

  **Flights to:**
  - Charlotte, North Carolina
  - Dallas/Fort Worth, Texas
  - Miami, Florida
  - Philadelphia, Pennsylvania
  - Washington, DC
  - Austin, Texas
  - Atlanta, Georgia
  - Denver, Colorado
  - Orlando, Florida
  - Tampa, Florida
  - Houston, Texas
  - Nashville, Tennessee
  - Baltimore, Maryland
  - Chicago, Illinois
  - Kansas City, Missouri
  - St. Louis, Missouri
  - Fort Lauderdale, Florida
BUSINESS & INDUSTRY

Greater Pensacola’s economy is Florida’s largest region along the Gulf Coast. The region is home to more than 500 companies, a strong manufacturing workforce, and experienced entrepreneurs. The region is a generator of new businesses while also attracting business and industry worldwide. Over the past five years, new and expanding businesses like these have invested millions of dollars in Northwest Florida:

- Navy Federal Credit Union
- GE Wind Energy
- Ascend Performance Materials
- AppRiver
- Custom Control Solutions
- International Paper
- L-3 Communications
- Avalex

See here for a list of the Greater Pensacola region’s leading employers (by number of employees).

The talent, education, industry and military investment make Pensacola, Florida a natural for Cybersecurity. The place, the people and the quality of life make it a natural for you.

One of the most exciting promises of the information age is the freedom to spend time how and where we want. Technology has done its part.
SEARCH FOR: CHIEF EXECUTIVE OFFICER

BUSINESS & INDUSTRY

Existing Industries:

See Who's Already Here

ASCEND
Huntsman
ExxonMobil
Solutia

ABS
Employee Owned Pegasus
Sterling Fibers

Arizona Chemical
AgriSource Fuels LLC

Whip-It

CSL Plasma

Air Products

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BUSINESS & INDUSTRY

Competitive Cost of Doing Business:

The Greater Pensacola region offers a cost-effective alternative to many other competitive business locations. Land, labor, and capital are more affordable than in many other regions of the US which cannot compete with the natural beauty and livability of the area.

With a competitive corporate tax rate and no personal state income tax, Greater Pensacola is an attractive, and profitable, area for businesses to invest and grow. Progressive legislation also ensures that Florida remains a worldwide hub for new and expanding businesses.


Florida ranked 4th in the 2020 Tax Foundation State Business Tax Climate Index, which compares states in five areas of taxation that impact businesses.

VIEW A BRIGHTER PENSACOLA
The Greater Pensacola region features a variety of locations across the region that can meet the spatial and infrastructure needs of any business.

- Commercial Office Space
- Warehouse Space
- A location at the Port of Pensacola or a site for
- Heavy Industrial Site

Featured Site: The Bluffs, Northwest Florida’s Industrial Campus

There are more than 2,500 available industrial acres in this new master-planned campus that has been designed to allow flexibility to accommodate a range of advanced manufacturing operations in a phased-development approach for current and future tenants. The campus has more than 60 pre-configured sites with lots ranging from 10 to 50 acres but are easily configured for much larger project needs. The Bluffs is an expansion of the Greater Pensacola region’s existing manufacturing corridor, totaling 6,300 acres.

FIND THE PERFECT SITE:
Visit the FloridaWest Zoom Prospector
TARGETED INDUSTRIES

Unique in natural assets and offerings. Greater Pensacola’s proximity to the Port of Pensacola and the Intercoastal Waterway, a history of manufacturing innovation, and strong ties to military aviation, the region is a smart choice for businesses seeking to leverage these community strengths into service successes.

Greater Pensacola is the Focal Point of Manufacturing and Technology in Florida

Businesses looking to establish, thrive, and innovate have found that this idyllic region, long known for its fabulous beaches and lifestyle. Manufacturing is valued in Greater Pensacola, as are creative thinkers who like to design, develop, and see the results of their efforts.

- Aviation Manufacturing & MRO
- Chemical Manufacturing
- Cybersecurity
- Information Technology
- Professional Services & Back Office
- Offshore Vessels

FloridaWest works with growing businesses to lower the cost of location or expansion on competitive projects in targeted industry sectors. For large-scale projects meeting certain criteria, special funding may be available to support needed infrastructure improvements or workforce training.

VIEW TARGETED INDUSTRIES:

Targeted Industries
COMMUNITY OVERVIEW

About Greater Pensacola:

Greater Pensacola is a great place to be! Not just for business, but for families, too. Pensacola is a vibrant community with a thriving downtown and Florida's best beaches, this is a greater place to live. There are many reasons why people flock to Pensacola and Escambia County. The temperate climate and laid-back lifestyle of residents attracts many retirees, as well as families. There is a strong military presence, thanks to nine major defense installations including Naval Air Station and nearby Whiting Field. The city has no shortage of entertainment, whether looking to see a concert, go on a fishing trip, or visit a museum.

America’s First Settlement, Pensacola established its roots from Tristan de Luna and the
diverse Spanish settlers who founded the area in the 1500s. More than 450 years later, Pensacola continues to flourish in its thriving industrial, southern, economy.

Surrounded by 125 miles of white sand beaches, including beautiful emerald-green Gulf of Mexico waters and crystal clear-bay areas, Pensacola is the perfect combination of a relaxed beach town and bustling metropolitan center.

Pensacola’s heritage includes a mix of many different cultures, and this makes it the ideal place to learn, grow, work, and play. The variety of opportunities available in Pensacola attracts people from all backgrounds to the region. From military personnel to snowbirds, the area is rich in life, commerce, and southern culture.
QUALITY OF LIFE

Things to Do in Pensacola: Pensacola Bay Area is a unique destination. Famous for its natural beauty and historic culture, it’s a place where people find themselves enjoying an array of adventures and experiences. Amusement parks, museums, family fun, history and heritage, sports, downtown, shopping, arts and culture, the fun never stops here!

Deep Sea, Offshore, and Big Game Fishing: Deep Sea fishing is part of the fabric of Pensacola, the unofficial Red Snapper Capital of the world. But there are so many other ways to get your fish on here, and so many beautiful, delicious fish in the Gulf, bays, and waterways. Pensacola's beaches, bridges, and piers are teeming with saline and ample plate-worthy fishing targets, and the rivers, bays, and bayous, rich with nutrients flow into the Gulf of Mexico, luring a bounty of fish species. Redfish, black drum, speckled trout, and flounder cruise the inshore waters and bays and the beach’s sloping shoreline lets you relax while your bait waits for a passing pompano. Bottom line: you can get your fish on in any of our beautiful waterways. Some great spots include Fort Pickens and Johnson Beach, Perdido Key State Recreation Area, and Pensacola Beach.

Golf: There are more than half a dozen golf courses across the area – for recreation and serious golfers. From island greens and tight, water-lined, fairways, hills and elevation changes, and premium facilities, to stately pine-wrapped fairways and undulating hills, the Greater Pensacola area has a course for you.
QUALITY OF LIFE

State & National Parks: Daily dolphin boat tours, disk golf, kayak launches, playgrounds, walking paths, boat ramps, beach tours, biking, birding, snorkeling, diving, and more!

The Arts: Only in Pensacola can you experience the Pensacola Opera, the Pensacola Symphony Orchestra, Ballet Pensacola, the historic Saenger Theatre, and the accredited Pensacola Museum of Art, all within downtown’s historic core.

Pensacola’s thriving visual arts scene includes the First City Art Center and numerous downtown galleries; an eclectic local theater scene anchored by the Pensacola Little Theatre; and numerous opportunities to catch touring music artists at Vinyl Music Hall or Pensacola Bay Center.

Pensacola Bay Center: The area’s largest concert stage is the Pensacola Bay Center. When this 10,000-seat arena isn’t hosting the local Pensacola Ice Flyers hockey team, the Sun Belt Basketball Conference Championships and large-scale events like Pensacon, Monster Jam, and Disney on Ice, it’s home to some of the biggest scale concerts in the region, with national and international superstars frequently making appearances.
QUALITY OF LIFE

Pensacola named in Forbes' Top 10 places to live in Florida

by FloridaWest | Jan 13, 2023 | News

Forbes Magazine named Pensacola a Top 10 place to live in Florida! Of course, we already knew that but we want everyone to know! Read More Here.

Pensacola named to Scholaroo Best Places to Live in the U.S.

by FloridaWest | Mar 16, 2023 | News

Best Places to Live in the US...
SEARCH FOR: CHIEF EXECUTIVE OFFICER

QUALIFICATIONS: KNOWLEDGE, SKILLS, AND ABILITIES

The successful candidate will...

- Be familiar with the goals and objectives of FloridaWest and its role in the community.
- Possess a sound understanding of budget and accounting principles.
- Be able to read, analyze, and interpret complex documents.
- Be able to respond effectively to sensitive inquiries or complaints.
- Be able to write and make presentations respectfully and effectively to staff, public groups, board members, and local officials.
- Possess general personnel management aptitude.
- Be able to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Be able to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume.
- Be able to apply concepts of basic algebra and geometry.
- Will possess the following computer skills: Knowledge of Windows XP (at a minimum); all aspects of the Microsoft Office Suite, version 2010 preferred; ability to conduct database operations; and the ability to navigate the Internet.

The requirements listed above are representative of the knowledge, skills, and/or abilities required to perform this job successfully.

The Blue Angels: Since 1955, the US Navy Blue Angels have called Pensacola home. From March through November, the Blues take to the skies, flying in tight formations over the city and over the water. The roar of the engines, the streamers of smoke, every formation in perfect symmetry. As the home of the US Navy Blue Angels, Pensacola not only gets the distinct honor of weekly practice March – November, it has not one, but TWO airshows.
SEARCH FOR: CHIEF EXECUTIVE OFFICER

OUR IDEAL CANDIDATE

To perform this job successfully, an individual must demonstrate the following competencies:

- **Analytical** - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs workflows and procedures.

- **Problem Solving** - Identifies and resolves problems in a timely manner; Gathers and analyzes information skillfully; Develops alternative solutions; Works well in group problem solving situations; Uses reason even when dealing with emotional topics.

- **Technical Skills** - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.

- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

- **Teamwork** - Balances team and individual responsibilities; Exhibits objectivity and openness to others’ views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone’s efforts to succeed; Recognizes accomplishments of other team members.

- **Change Management** - Develops workable implementation plans; Communicates changes effectively; Builds commitment and overcomes resistance; Prepares and supports those affected by change; Monitors transition and evaluates results.
OUR IDEAL CANDIDATE

- Delegation - Delegates work assignments; Matches the responsibility to the person; Gives authority to work independently; Sets expectations and monitors delegated activities; Provides recognition for results.

- Leadership - Exhibits confidence in self and others; Inspires and motivates others to perform well; Effectively influences actions and opinions of others; Inspires respect and trust; Accepts feedback from others; Provides vision and inspiration to peers and subordinates; Gives appropriate recognition to others; Displays passion and optimism; Mobilizes others to fulfill the vision.

- Managing People - Includes staff in planning, decision-making, facilitating and process improvement; Takes responsibility for subordinates' activities; Makes self available to staff; Provides regular performance feedback; Develops subordinates' skills and encourages growth; Solicits and applies customer feedback (internal and external); Fosters quality focus in others; Improves processes, products and services; Continually works to improve supervisory skills.

- Quality Management - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.

- Visionary Leadership - Displays passion and optimism; Inspires respect and trust; mobilizes others to fulfill the vision; Provides vision and inspiration to peers and subordinates.

- Business Acumen - Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.
OUR IDEAL CANDIDATE

- Cost Consciousness - Works within approved budget; Develops and implements cost saving measures; Contributes to profits and revenue; Conserves organizational resources.

- Diversity - Demonstrates knowledge of EEO policy; Shows respect and sensitivity for cultural differences; educates others on the value of diversity; promotes a harassment-free environment; Builds a diverse workforce.

- Organizational Support - Follows policies and procedures; Completes administrative tasks correctly and on time; supports organization’s goals and values; Benefits organization through outside activities; Supports affirmative action and respects diversity.

- Strategic Thinking - Develops strategies to achieve organizational goals; Understands organization’s strengths & weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.

- Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

- Judgment - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

- Planning/Organizing - Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

- Professionalism - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments.

EDUCATION/EXPERIENCE REQUIREMENTS

A bachelor’s degree is required, master’s degree preferred. Certification encouraged. Five (5) years of related experience working in an executive position with significant personnel, financial, and strategic responsibility and/or training in economic development; or equivalent combination of education and experience. Significant supervisory experience preferred.
Submit a cover letter, resume, and 3 professional references by 5 PM CT on Wednesday May 24, 2023.

To apply, visit www.thenextmovegroup.com/floridawest, or email floridawest@nextmovegroup.com.

COMPENSATION & BENEFITS

**SALARY:** $165,000 - $200,000, plus incentive-based bonus potential

Benefits Include:

- 401(K) Retirement Plan with an immediate 3% matching contribution
- Vehicle stipend and FloridaWest-purchased technology assets
- 100% paid family Medical, Dental, Vision, and Life Insurance

EQUAL OPPORTUNITY EMPLOYER

The Community Economic Development Association, Inc. (dba “FloridaWest EDA”) is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act (ADA) and the Americans with Disabilities Act Amendment Act (ADAAA), Florida West EDA will provide reasonable accommodations, upon reasonable request, to qualified individuals with disabilities and encourages both prospective employees and incumbents to discuss potential accommodations with the employer.

RESIDENCY

The CEO will be required to live in Escambia County, Florida, within 6 months of accepting the position.

REFERENCES & BACKGROUND CHECKS

Finalists for the position will undergo background checks that may include:

- Criminal records
- Driving records
- Education completion
- Personality profile assessments
- Drug testing
- Professional references

Search will be conducted in accordance with Florida's Public Records Law, Chapter 119 of the Florida Statutes.

QUESTIONS?

Contact:
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