

Kenneth E. Lawson

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KEY SKILLS

A collaborative servant leader who faces hard problems and drives organizations towards measurable results.

EXPERIENCE

Interim Executive Director

NORTH CAROLINA OUTWARD BOUND SCHOOL (NCOBS), Asheville, North Carolina, 2020 – 2021

Selected by North Carolina Outward Bound School Board of Directors to lead NCOBS during a transitional/crisis environment and restore its reputation. NCOBS is a non-profit organization and part of a national network of Outward Bound schools in the US and all over the world. Outward Bound entities collectively serve around a quarter of a million people a year in over 30 countries and have reached over seven million people in its 70-year history. Its mission is to aid individuals to do more than they thought possible.

Executive Director

FLORIDA DEPARTMENT OF ECONOMIC OPPORTUNITY (DEO), Tallahassee, Florida, 2019 — 2020

Selected by Governor Ron DeSantis to lead the Executive Branch agency charged with implementing programs to promote economic opportunities to build a vibrant, sustainable economy across the state:

- Assessed existing practices, identified operational gaps, formulated solutions, and initiated decisive actions for community development, disaster recovery, small business development, employment, and workforce development
- Restructured the organization and created a culture of excellence throughout the agency
- Coordinated a state-wide department with 1,500 personnel, overseeing an 11-member Executive Team consisting of a CFO, CIO, CISO, six Directors, an Inspector General, and General Counsel
- Created the Office of Disaster Recovery to expedite the recovery from Hurricanes Michael and Irma in allocating \$1.4 billion in disaster relief to aid workers, businesses, and communities
- Administer \$1.2 billion in state and federal grants to local and state partners and the Florida Job Growth Grant Fund, including overseeing the selection process to ensure fairness in awarding funds
- Serve as a persuasive agency advocate, building relationships with strategic partners to communicate the vision of creating opportunities designed to benefit businesses, citizens, communities, and visitors

President & Chief Executive Officer

VISIT FLORIDA, Tallahassee, Florida, 2017— 2019

Appointed by Florida Governor Rick Scott and the Visit Florida Board of Directors to lead Florida's official tourism marketing agency promoting Florida's brand domestically and internationally for 12,000+ Industry Partners:

- Prevented the agency's dissolution, stabilized operations, restored confidence of all stakeholders, and secured \$76 million funding from the state legislature
- Reduced annual costs by \$10 million
- Implemented targeted, data-driven campaigns to reach domestic markets, revitalized international markets, and generated \$113 billion in revenue in 2017, with \$13 billion in state and local taxes; delivered growth each quarter to attract a record high of 126.2 million out-of-state tourists in 2018
- Collaborated with team members to cultivate, expand, and solidify strategic relationships with the media, travel agencies, event and meeting planners in addition to Industry Partners ranging from small attractions to major tourist destinations such as Busch Gardens Tampa, Disney complexes, LEGOLAND Florida Resort, SeaWorld Parks & Resorts Orlando, and Universal Orlando Resort

Secretary

FLORIDA DEPARTMENT OF BUSINESS & PROFESSIONAL REGULATION, Tallahassee, Florida, 2011— 2017

Appointed by Florida Governor Rick Scott to direct a 1,600 person agency with 11 regional offices charged with overseeing licensure and regulation of more than one million entities including accounting, alcohol sales, the construction industry, cosmetology, hospitality, real estate, pari-mutuel wagering, tobacco sales, and veterinary practice.

- Directly reported to the Office of the Governor
- Budgeted at \$146 million and directed a leadership staff including 60 attorneys and 200 law enforcement agents, and coordinated DBPR's various professional boards on rulemaking to maintain compliance with statutory reforms
- Examined practices, identified opportunities to improve performance, formulated solutions, and initiated changes to enhance productivity and enhance quality of services, including streamlining processes to reduce processing license applications from one week to two days

OTHER PROFESSIONAL EXPERIENCES

Vice President of Compliance and In-House Counsel,
nFinanSe INC., Tampa, Florida 2008-2011

Chief of Party – Financial Crime Prevention Project
BOOZ ALLEN HAMILTON, INC., McLean, Virginia, 2006 — 2007

Senior Financial Crime Advisor – Financial Crime Prevention Project
BOOZ ALLEN HAMILTON, INC., McLean, Virginia, 2005 — 2006

Assistant Chief Counsel – Field Operations
TRANSPORTATION SECURITY ADMINISTRATION (TSA),
UNITED STATES DEPARTMENT OF HOMELAND SECURITY, Arlington, Virginia, 2004 — 2005

Assistant United States Attorney
CIVIL DIVISION, U. S. ATTORNEY'S OFFICE,
MIDDLE DISTRICT OF FLORIDA, Tampa, Florida, 2003 — 2004

Assistant Secretary of Enforcement
OFFICE OF ENFORCEMENT, UNITED STATES TREASURY, Washington, D. C., 2001 — 2003
Appointed by President George W. Bush and confirmed by the United States Senate

Assistant United States Attorney
CRIMINAL DIVISION, UNITED STATES ATTORNEY'S OFFICE,
MIDDLE DISTRICT OF FLORIDA, Tampa, Florida, 1994 — 2001

Judge Advocate – Captain
JUDGE ADVOCATE DIVISION, UNITED STATES MARINE CORPS, 1991 — 1994

EDUCATION

FLORIDA STATE UNIVERSITY, Tallahassee, Florida
Juris Doctor, 1991

FLORIDA STATE UNIVERSITY, Tallahassee, Florida
Bachelor of Arts in International Affairs, 1987

LICENSES & CERTIFICATIONS

- Licensed Attorney, State of Florida
- Licensed Attorney, State of Pennsylvania (inactive)
- Certified Anti-Money Laundering Specialist (inactive)

AFFILIATIONS

- **North Carolina Outward Bound**, *Board of Directors*, 2015 — present
- **Florida Chamber of Commerce**, *Board of Directors*, 2017 — 2019
- **U. S. Travel Association**, *Board of Directors*, 2017 — 2019
- **Hillsborough County Housing Finance Authority**, *Board of Directors*, 2010 — 2011
- **Hillsborough County Bar Foundation**, *Board of Directors*, 2009 — 2011
- **University of Tampa**, *Board of Fellows*, 2009 —2011
- **Committee on Foreign Affairs – Tampa Bay Chapter**, *Member*, 2009— 2011
- **13th Circuit Judicial Nominating Committee**, *Member*, 2001
- **Federal Bar Association – Tampa Bay Chapter**, *President*, 2000

PROFESSIONAL HONORS

- **Florida Blue Key**, *Honorary Member*, 2018
- **Ebony Power 100 — Ebony Magazine**, 2018
- **Department of Treasury Distinguished Service Award**, 2003
- **United States Attorney General's Director Award**, 1999
- **Federal Bureau of Investigation Director Award**, 1997

PRESENTATIONS AND PUBLICATIONS

- Earned a reputation for excellence as a Guest Speaker with the skill to develop and deliver presentations to communicate with, inform, and influence target audiences.
 - Delivered numerous presentations advocating for DEO, Visit Florida and DBPR.

