

BRUCE C. REGISTER MPA, CEcD

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TESTED PROFESSIONAL~ INNOVATOR~ CONSENSUS BUILDER

Expert in: Economic Development~Governmental Collaboration~Program Development

Determined economic developer driven by results and recognized throughout Florida for adapting to challenges with thoughtful and effective approaches. Innovative leadership anchored by a diverse background in business and the public sector; culminating in confident ability to assess situations, generate solutions, and implement decisive action.

Professional Strengths

Strategic Planning	Marketing Skills	Managing Change
Consensus Builder	Creative Approaches	Focused Decision Making
Strong Communicator	Implementation for Results	Overcoming Obstacles

Education

University of South Florida, Tampa, Florida
Master of Public Administration (MPA) Public Finance, Economic Development and Budgeting

Florida State University, Tallahassee, Florida,
Bachelor of Arts (BA) Government, Philosophy

Accreditations

International Economic Development Council
Certified Economic Developer (CEcD)

Relevant Experience

Economic Development Experience

6/96 - Present

Hillsborough County Economic Development

- **1997, promoted to Corporate Business Development Manager.**
- **2011, Became a Direct Report to Chief Financial Administrator.**
- Conceptual architect and hands on implementer of economic development inducement packages that were essential to Hillsborough County's/Tampa EDC's success in closing projects that included: CitiGroup and J.P. Morgan Chase, National Gypsum, Chromalloy Castings, Brinkman Instruments, Depository Trust & Clearing Corporation, Merck/Moffitt M2Gen, Draper Laboratory, and Price Waterhouse Coopers. Achieved exceptional results by listening to concerns and moving beyond simply crafting financial incentives toward development of custom approaches that removed obstacles for those high profile projects. Approaches such as solving transportation infrastructure, supply chain, regulatory, water/wastewater utilities, labor supply and skills training concerns.
- Designed, developed and implemented over seven effective and distinct incentive programs and policies with a common focus on demonstrable results since 1997, many have been emulated by other Florida communities. Those programs and policies have led to over 164 announced projects representing commitments of 23,289 quality new jobs for the Hillsborough community.
- Drafted over twenty statistical assessments, analyses and reports to support recommended policies, all well received and adopted by the elected officials of the Hillsborough County Commission. Many of those analytic efforts used data to identify our community's assets and focused on development of specific policies

and tools to support attracting targeted industries such as BioScience, IT and Financial Services, which are drawn to those identified comparative advantages.

- Gained planning experience by supporting six different extensive economic development strategic planning efforts. Made considerable contributions to each plans' development of methodological design and specific objectives. Most significant contribution and growth in personal achievement has been extrapolating the results and findings of those strategic plans into action steps implemented through the seven policy initiatives I have authored.
- Received a clean opinion from a performance audit in 2006 while administrating all state, local incentive programs and economic development grants for Hillsborough County since 1997. The factors evaluated by the audit included managing records, budgeting, incentive payments, drafting all related documents, and obtaining governmental approvals from elected officials.
- Considerable experience gained in articulating media messages and interfacing with news agencies to manage public relations. Personal communication skill is well established having made over 574 prospect presentations in my career.
- Demonstrating solid judgment helped earn the trust of the County Administration authorizing me to represent the County in incentive negotiations, and act as a general liaison in the business community.
- Developed a truly effective expedited permitting process both within the County organization and with outside regulatory agencies. Achieved this not by fiat or coercion, but in many cases, by familiarizing regulators at a personal level with the projects' beneficial impacts, thereby enlisting them as enthusiastic partners willing to assist economic development projects comply with regulations quickly.
- Collaborated with local banks, also tapped tax exempt and composite pool bond programs to facilitate financing for over 36 economic development projects.
- Demonstrated a talent and acknowledged locally for forging strong bonds by collaborating with partner economic development organizations, chambers, regional partnerships, universities, local schools, city, state and federal agencies. One example, I fostered County support to help fund a technology incubator within University of South Florida's campus in 2002, which continues to present.

Small Business Experience

9/88 -- Present SELF-EMPLOYED in agri-business; co-owner of a small agribusiness operation. Utilizing budgets, productivity improvements and careful marketing consistently succeeded in an increasingly competitive market.

Corporate Sales Experience

1/88 -- 9/88 COMMERCIAL ACCOUNT REPRESENTATIVE, Genuine Parts Co., (NAPA) Tallahassee, Florida. An improved understanding of the dynamics of problem-solving, guided my increase of sales and new accounts of commercial clients for a district of NAPA auto supply stores.

11/84 -- 12/87 MANUFACTURER'S SALES REPRESENTATIVE, Larson-Juhl Inc., Norcross, Georgia. Incorporating effective organizational planning, and despite logistical challenges, succeeded in increasing district sales from \$47,483 in FY 1984 to \$442,692 in FY 1987.

Professional Affiliations

Board Member of USF Research Foundation
USF Department of Economics Advisory Board Member
Business Advisory Board, Hillsborough Community College
Manufacturing Advisory Board, Hillsborough Community College
Advisory Board Florida Council for Economic Education
Phi Alpha Alpha, National Public Administration Honor Society
Hillsborough Workforce Development Board