



**Joseph S. Hice, MA, MBA**  
**Chief Marketing Officer & Senior Vice  
President**



A marketing professional with more than 30 years of experience, Joe serves as Chief Marketing Officer and Senior Vice President of Enterprise Florida, Inc. (EFI) the state's principal economic development organization.

In this role, he oversees all Marketing & Communications activities and serves in a support role to the Secretary of Commerce, often addressing positioning and policy aspects of economic development in the state. Joe and his team will work with the Team Florida partnership to lead the statewide effort to promote Florida as the best state in the nation for business.

Prior to joining EFI, Joe created Well Strategics, a full-service marketing agency providing end-to-end communications services with a specialization in health and human performance, hospitals, insurance and more. He previously led the marketing and communications efforts at some of the nation's most iconic brands including Harley-Davidson, Segway, the University of Florida and Moffitt Cancer Center.

He joined Moffitt from NC State University where he was Associate Vice Chancellor and Chief Communications Officer. Prior to NC State, Hice was Associate Vice President of University Relations at the University of Florida. At UF, he led the development of The Gator Nation campaign. Before joining UF, Hice was Chief Marketing Officer of Segway Inc. in Bedford, NH.

He also served as Director of Corporate Communications for HarleyDavidson and as Director of Marketing Communications for Bombardier's Sea-Doo division. At Harley and Sea-Doo, Hice was responsible for all corporate communications and marketing activities, media relations and employee communications.

Hice has a Bachelor of Science and Master of Arts degree in Journalism & Communications from the University of Florida and an MBA from the University of Wisconsin, Milwaukee.

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*Rick Scott,*  
*Florida Governor*  
*Chairman*

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