



TECH HUB
SOUTH FLORIDA

2021 Annual Report

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OUR MISSION

BUILDING SOUTH FLORIDA INTO A TECH HUB

OUR STRATEGY

We serve the South Florida Tech Industry & Community

MISSION

Building South Florida into a Tech Hub.

VISION

South Florida will become a premier tech & innovation hub by 2030.

PURPOSE

Foster a community of technology, innovation, & creativity in South Florida.

VALUES

- Lead with Integrity & Positivity
- Work Together, Always
- Failure is Okay, if we Learn
- Earn Respect, Build Trust
- Make Choices Based on Data

COMMUNITY CREED

Tech Hub South Florida is wholeheartedly committed to building a welcoming, collaborative, and inclusive community for all. We put inclusivity first, engage with others, are considerate to all, and don't sell to people.



MICHAEL FOWLER

Tech Hub South Florida Chair



LETTER FROM OUR CEO

After almost 6 years of dedication, we're more excited than ever to keep Building South Florida into a Tech Hub! #BuildingSoFlo

This year presented unique challenges like we could have never imagined. We had to pivot our entire organization as a result of the global pandemic.

Our events, our board, our team - everything became virtual. And we excelled at building online communities, growing our presence on social media platforms like LinkedIn and Slack.

These challenges that held many back, also helped us grow, and today we are more prepared than ever to lead our industry in growing South Florida into a Tech Hub we deserve. Which is exactly why our name has changed from Palm Beach Tech into the newly branded Tech Hub South Florida!

We look forward to building our tech community with you.

Sincerely



Joseph R. Russo
President & CEO



SOME OF OUR CURRENT MEMBERS

Our Members represent some of the most Innovative tech companies in South Florida



OUR STORY

Founded by a group of trailblazing technology entrepreneurs and executives, Palm Beach Tech was formed in July 2015 and rebranded as Tech Hub South Florida in January 2021.

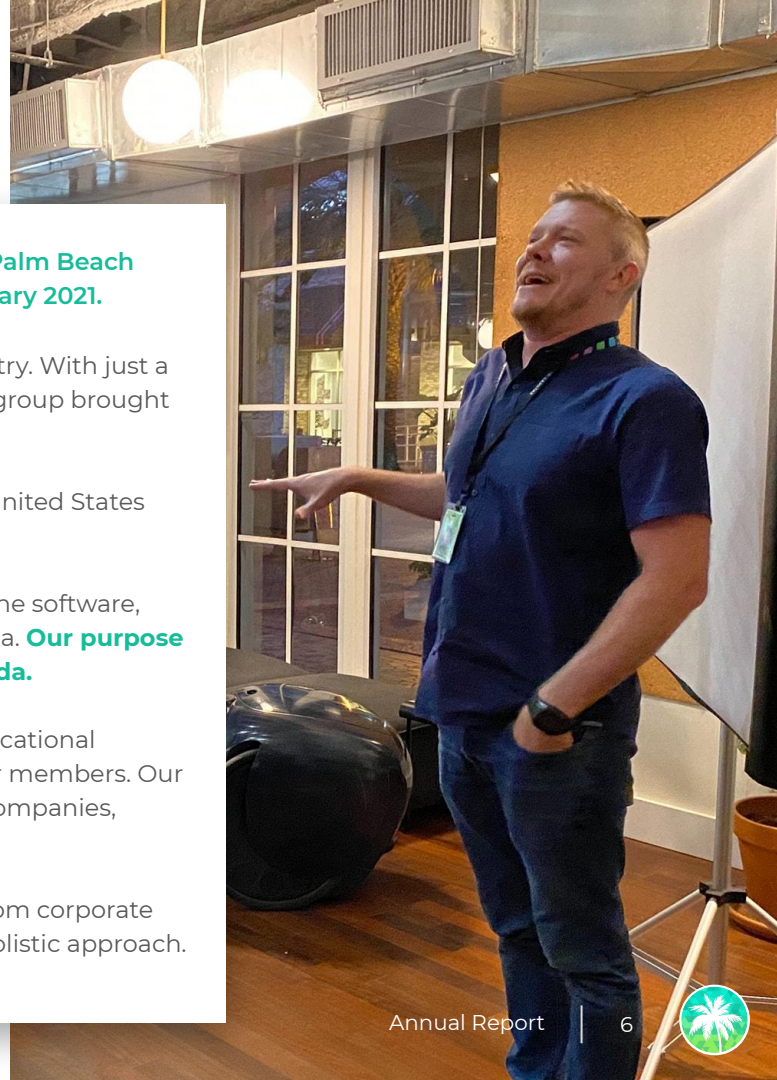
The original working group set out to identify the problems facing our tech industry. With just a 6-page organizational plan, that outlined the structure, goals, and initiatives, the group brought together the Founding Board of Directors.

Today, it's grown into one of the largest regional innovation organizations in the United States with over 200 corporate members and thousands of talented people.

Tech Hub South Florida is a non-profit 501(c)6 membership association building the software, engineering, digital, and information technology industry verticals in South Florida. **Our purpose is fostering a community of technology, innovation, & creativity in South Florida.**

As a regional trade association, we promote industry growth by working with educational institutions, government entities, and business groups to support the goals of our members. Our core focus is fixed on producing long-term economic impact by attracting new companies, supporting startups, and building the talent pool.

With a scope of services that meets the needs of a wide range of professionals, from corporate CEO's to freelancers, we believe in fostering the industry through a unified and holistic approach.



2021-2022 STRATEGIC GOALS

The Staff & Board of Directors held several discussions throughout 2020 to develop our annual priorities

1. MAXIMIZE CORPORATE ENGAGEMENT TO 90%

Engage 90% of the 13 Fortune 1000 companies in South Florida, and a majority of Florida Trend's Biggest Companies through high tier memberships and programming opportunities.

2. HIRE FULL-TIME STAFF TO EXPAND TALENT & EDUCATION INITIATIVES

Secure foundation grants to expand the efforts of the Talent Committee in the areas of Higher and K-12 STEM Education, through the hiring of full-time workforce development staff.

3. INCREASE DIVERSITY & INCLUSION TO 40%

Assure 40% of all leadership and speaking opportunities include those who identify as an ethnic, sexual, or gender minority, while also increasing accessibility for the deaf & hard of hearing community.

4. IMPROVE GEOGRAPHIC REPRESENTATION TO 25% PER COUNTY

Improve the regional makeup of our membership and leadership to at least 25% from each of our three major Counties; Palm Beach, Broward, and Miami-Dade.

5. GROW MEMBERSHIP REVENUE BY 25%

Scale unrestricted Annual Recurring Revenue in the form of Memberships, in order to expand impactful programming and strategic initiatives to further the Mission.

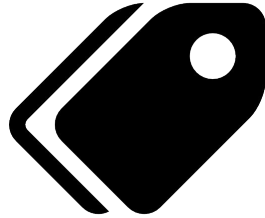


CORE INITIATIVES



Talent

Work with local K-12 and higher education partners to develop the talent pipeline for tech companies & startups.



Brand

Continue building a regional brand drawing business, attracting talent, and producing startups.



Community

Build a vibrant community of professionals and leaders, while serving as their regional voice



Startups

Unite entrepreneurial support organizations and aggregate resources for high growth tech startups.

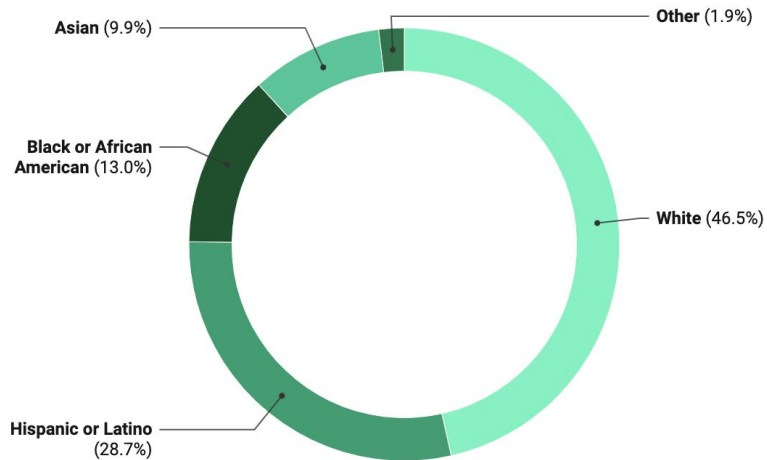


THE SOUTH FLORIDA TECH INDUSTRY WORKFORCE

\$108,434

Avg. Earnings Per Job

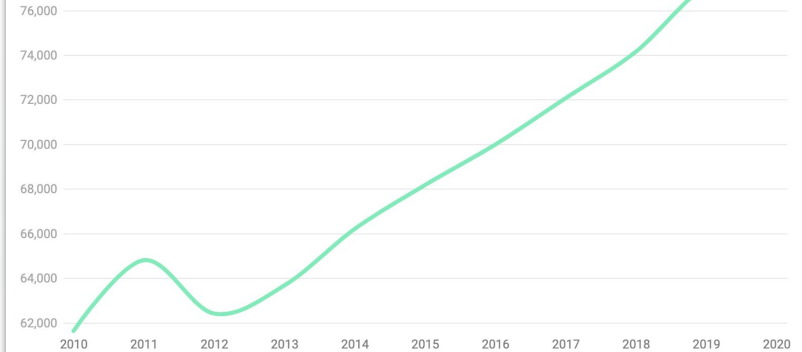
EMPLOYMENT BY RACE | 2x More diverse than US Avg



77,840

Tech Employment

EMPLOYMENT TREND | 26% 10-Year Job Growth



3,066 Monthly Hires (avg)

12,361 Monthly Postings (avg)



TECH TALKS

MONDAYS

Weekly TED-like talks with tech enthusiasts to learn from each other and include Happy Hour with the sharpest and most witty folks in our tech industry.

COMMUNITY COFFEE

TUESDAYS

Community gatherings (with coffee) for updates, best practices, and connection with other local business leaders.

FOOD FOR THOUGHT

FRIDAYS

Educational workshops highlighting many popular areas of technology from coding to project management.

HACKATHON

ANNUAL

Larger regional events such as StartUp Week, weekend Hackathons, and an Annual Tech Summit attract the region's top technical talent.



MEMBER PEER GROUPS

Exclusive peer gathering opportunities for our members

CxO

CEOs, Presidents, and leading C-suite executives from some of our most prominent companies.

Startup Founders

Founders who are building successful companies.

Software Leaders

Directors, Vice Presidents, and C-Level tech executives within the region.

IT & MSP Leaders

For IT service providers, MSPs, information security and other business technology vendors.

Women's Council

Diverse women who want to bring transformative change to the local tech industry.

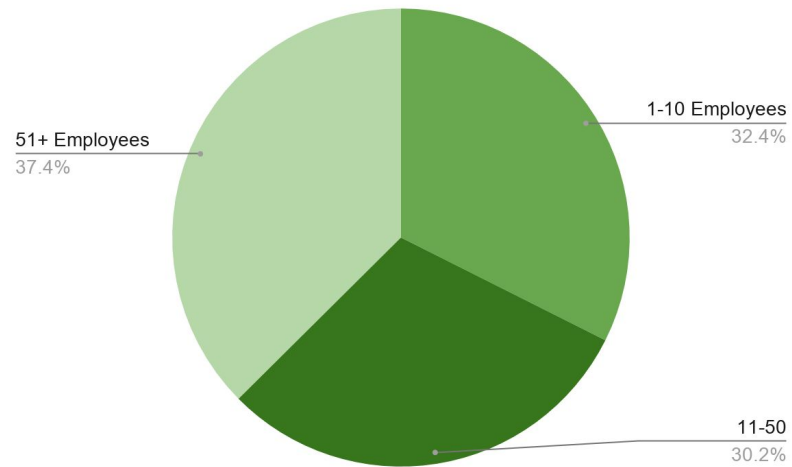
Culture & Diversity

Company hiring representatives such as Talent Acquisition, DEI, HR, L&D, and Internal Recruiters.

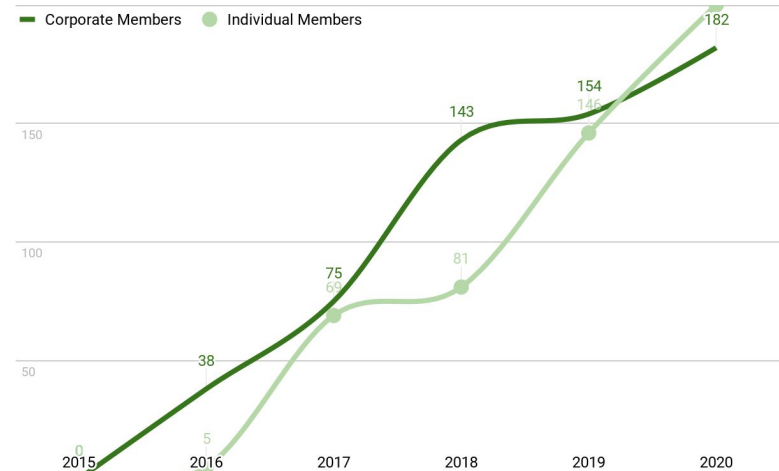


OUR GROWTH

MEMBERSHIP | Companies by Size



MEMBERSHIP | July 2015 - July 2020



ANNUAL MEMBERSHIPS

Startup & Nonprofit

\$1,000

- Member Welcome Box
- Member Website Profile
- Exclusive Member Benefits
- Weekly Newsletters
- 5 Job Postings
- Resume Distributions
- Member Exclusive Peer Groups
- Florida Trend Subscription

Ambassador

\$2,500

Everything in “Startup & Nonprofit” Level PLUS:

- 20 Job Postings
- Present at 1 of our events
- Guest Blogs & PR Support
- Annual Member Spotlight

Premier

\$5,000

Everything in “Ambassador” Level PLUS:

- Unlimited Job Postings
- Host Peer Group Meetings
- Homepage Recognition
- Annual Event Sponsorship
- Tech Talent Fund Contribution: \$2500

Executive

\$10,000

Everything in “Premier” Level PLUS:

- CxO Peer Group & Dinners
- Consideration for Board Seat
- Tech Talent Fund Contribution: \$5000

**Individual memberships also available for \$100*



OUR TEAM



Joe Russo

President & CEO

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Nikki Cabus

VP of Development

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2020 PROGRESS

Our Team worked diligently throughout the global pandemic to pivot our strategy and achieve our 2020 Board Goals

1. PUBLISH INDUSTRY IMPACT REPORT

With our results in this Annual Report, coupled with the workforce data produced by elmpact, we identified 77,840 tech diverse professionals that we serve through our regional leadership.

2. EXPAND OUR EVENTS PROGRAM

Our team pivoted mostly virtually with 38 Tech Talks, 32 Community Coffees, 34 Podcasts, 30 Workshops, 7 Education Workshops, 2 Virtual Career Expos, and 3 Annual Events, with a total of 145 programs hosted.

3. LAUNCH REGIONAL EDUCATION INITIATIVE

Our Talent Committee launched a regional tech talent initiative with 5 engaged Board-level leaders, engaging Deans & Program Chairs from every higher education institution with 10k+ students in South Florida.

4. GROW MEMBERSHIP BASE BY 25% ANNUALLY

Membership revenue grew from \$183,336 to \$232,578, for a 27% increase in gross revenue from the 2020 to 2021 calendar year.

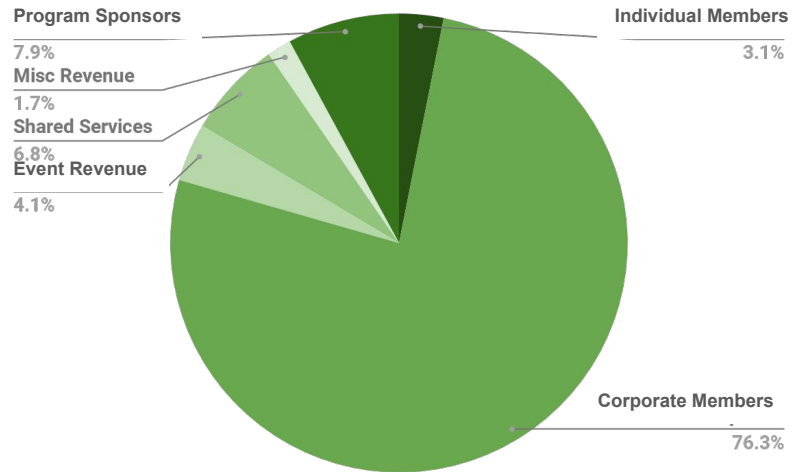
5. IMPROVE MEMBER ENGAGEMENT & RETENTION

Built 8 Peer Groups led by 16 Co-Chairs throughout the global pandemic, which hosted 30 individual online Events with 362 Attendees.

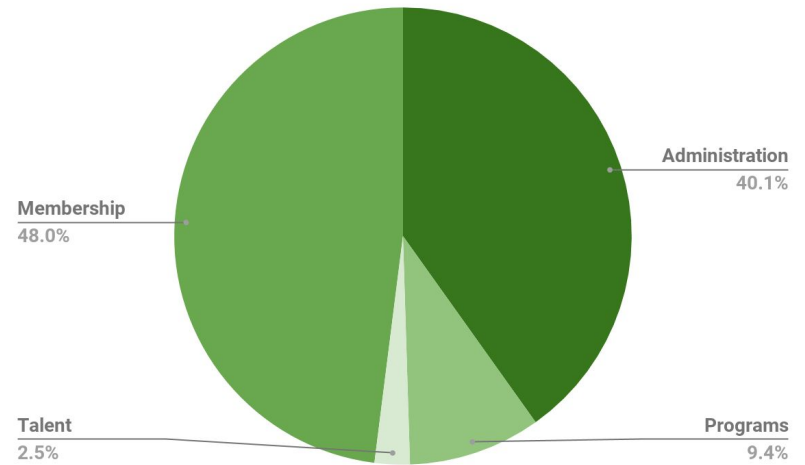


OUR 2020 FINANCIALS

REVENUES | \$292,877.88



EXPENSES | \$293,625.13



BOARD LEADERSHIP



Michael Fowler
Chair



David Bates
Co-Chair



Rich Viens
Secretary-Treasurer



Howard Gitten
Legal Counsel



Lonnie Maier
Membership Chair



Mihai Fonoage
Talent Chair



Sarah Lucas
Startup Chair

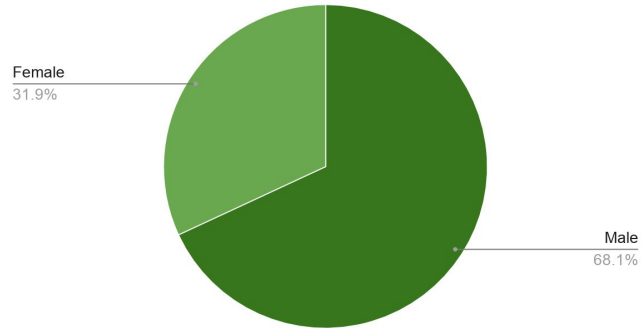


Adi Raina
Community Chair

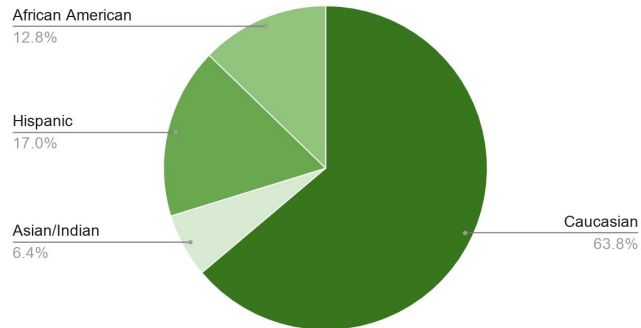


BOARD DIVERSITY

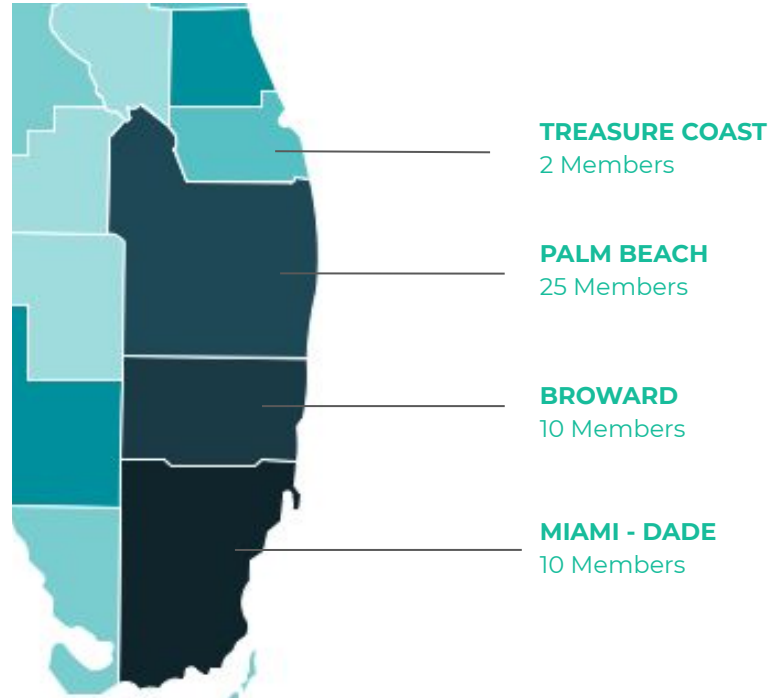
GENDER DIVERSITY



ETHNIC DIVERSITY



GEOGRAPHIC DIVERSITY



BOARD MEMBERS

- **Adam Steinhoff** | CEO @ **Dedicated IT**
- **Andy Parry** | VP IT @ **Office Depot**
- **Andrew Koeing** | President @ **City Furniture**
- **April Fulton** | Director of Engineering @ **Red Ventures**
- **Cam Collins** | CTO @ **Disaster Management Group**
- **Cathy Miron** | CEO @ **eSilo**
- **Christine Vanderpool** | CISO @ **Florida Crystals**
- **Cristina Escalante** | COO @ **The SilverLogic**
- **Deana Pizzo** | CEO @ **IT Solutions of South Florida**
- **Gary Eppinger** | CISO @ **Carnival Corporation**
- **Jeremy Ring** | Venture Partner @ **ClearSky Venture Capital**
- **Johanna Mikkola** | CEO @ **Wyncode Academy**
- **John Igoe** | Shareholder @ **Locke Lord**
- **John Machado** | CTO @ **UKG**
- **Jonathan Wolfe** | Sr. Director Audit @ **AutoNation**
- **Kevin Scott** | Head of Technology @ **PGA of America**
- **Khalid Saleem** | CDO @ **TBC Corporation**
- **Mark Volchek** | Founding Partner @ **Las Olas Venture Capital**
- **Martha Poulter** | CIO @ **Royal Caribbean Cruises**
- **S. Michael Conway** | CTO @ **Bidtellect**
- **Nicole Ford** | CISO @ **Carrier**
- **Pete Martinez** | CEO @ **SIVOTEC**

- **Robert Morcos** | CEO @ **Social Mobile**
- **Scott Adams** | CEO @ **STRAX Intelligence Group**
- **Sheela VanHoose** | Lobbyist @ **The Southern Group**
- **Tyler Frederick** | Chief Architect @ **3C Interactive**

UNIVERSITY MEMBERS

- **Antonio Delgado** | Dean @ **Miami Dade College**
- **Brent Ferns** | Associate Dean @ **Palm Beach State College**
- **Chris Boniforti** | CSIO @ **Lynn University**
- **Hari Kalva** | Dept. Chair @ **Florida Atlantic University**
- **John Volakis** | Dean @ **Florida International University**
- **Melnie Kevorkian** | Dean @ **Nova Southeastern University**

EX OFFICIO MEMBERS

- **Andrew Duffell** | CEO @ **Research Park at FAU**
- **Christine Johnson** | VP @ **Beacon Council**
- **Leigh-Ann Buchanan** | President @ **aire Ventures**
- **Michael Corbit** | VP @ **Career Source Palm Beach**
- **Rob Evans** | Director @ **Career Source Broward**
- **Shawn Rowan** | VP @ **Business Development Board**



#BuildingSoFlo



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OUR COMMUNITY CREED

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