

# LAURA M. DI BELLA

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## Objective

Career advancement in the economic development arena in that enables me to unite my passion for leading and winning while empowering the community and my constituents in these efforts.

## Education

**Bachelor of Science in Human Resource Development and Management** (May 2001)  
University of Florida, Gainesville, Florida  
Minor: Business Administration

**Cardinal Gibbons High School**, Fort Lauderdale, Florida (1993-1997)

## Skills

Extensive experience in sales and marketing strategy related to end users of all types, spanning from manufacturing, consumer products, corporate real estate, healthcare and logistics. Superior research and written communication skills. Excellent public speaker and body language expert. Conversational in both Spanish and Italian.

## Experience

**Executive Director, Nassau County Economic Development Board (NCEDB)**,  
Yulee, Florida. (October 2014-Present).

The NCEDB is a 501c3, public-private partnership comprised of a staff of three and governed by a 28 member Board of Directors. Nassau County is a designated rural county on the brink of major development due to its outstanding land and infrastructure assets, which have only recently been released and marketed to the business community. Until relatively recently, some county residents have been somewhat resistant to growth and the local politics reflected that sentiment, but thanks to our direct outreach efforts, the majority have become more amenable to our mission.

Responsibilities include managing a budget of \$375,000 (and growing), overseeing the day to day operations and heavily recruiting and marketing the county to the outside world. Successes include streamlining operations overall, eliminating wasteful overhead, decreasing the staff from four to three, while increasing the budget through private fundraising by almost \$100,000 to date. Additional successes include changing the by-laws, policies and organization to operate in the Sunshine (a condition required by a commissioner for funding) and overhauling the website and marketing efforts, positioning the county to a point that is now successfully recruiting several very large end users to the area that exceed, conservatively, half a billion dollars in capital investment tied to many, many, hundreds of jobs that the county so desperately needs.

**Sales and Marketing Consultant, Enviro Voraxial Technology, Inc. (EVTN), Florida Precision Aerospace (Subsidiary)**, Fort Lauderdale, Florida. (May 2001-September 2014).

Enviro Voraxial Technology, Inc., is a publicly owned company (Ticker: EVTN) and the developer and manufacturer of the Voraxial® Separator, a high volume oil/water/solid separator which services a variety industries; oil and gas, wastewater and mining, among others. Florida Precision Aerospace is the wholly-owned subsidiary, as well as, manufacturing arm of EVTN.

Responsibilities included overseeing the daily operations of the company, in both the front office and the manufacturing floor, involving everything from issuing press releases and SEC reports, meeting

with customers and investors, inventory and staff management, answering phones, issuing purchase orders, paying bills, assembling parts, shipping/receiving and cleaning.

Our successes are defined by the customers that we were able to attract, which are some of the most well-known companies in the world, with no money dedicated to marketing whatsoever.

**Director of Sales and Leasing, Florida Medical Space, Inc. (FMS)**, et al. South Florida.  
(January 2002-September 2014).

Florida Medical Space is Florida's first and only statewide, full service medical real estate company.

Florida Licensed Real Estate Broker Associate since 2010, officially licensed as a salesperson and worked under several different brokers since January 2002. Responsibilities included completing transactions ranging from single family residential to commercial office to free-standing medical to heavy industrial. Successes included working on behalf of Hospital Corporation of America (HCA) throughout the state of Florida, in metropolitan and rural markets, negotiating large corporate leases for their back offices in excess of 120,000 square feet, testifying on their behalf in litigation proceedings on the certificate of need process for new hospitals, representing land acquisition deals for numerous free-standing emergency rooms, as well as, potential future hospitals and scouting for new opportunities in rural areas that were in the line of fire of growth.

**Co-Founder, Image Marketing & Special Events, Inc. (IMSE)**, Ocean Ridge, Florida  
(August 2002-August 2006).

Image Marketing & Special Events, Inc. was a full service guerilla marketing and staffing company that operated state-wide.

Responsibilities included pitching, creating, organizing, implementing, staffing and/or executing specific guerilla marketing programs for many multi-national clients throughout the state of Florida. Managed marketing program budgets that spanned from several thousands to many millions of dollars, all while leading and directing a contract staff numbering in the hundreds scattered about the state.

### **Community Work and Affiliations**

Devout advocate and supporter of the communities that I represent. Currently involved in many international, national, regional and local organizations such as the International Economic Development Council, Southern Economic Development Council, Florida Economic Development Council, JAXUSA Partnership, Amelia Island - Fernandina Beach - Yulee Chamber of Commerce, Greater Nassau Chamber of Commerce, Fernandina Beach Main Street Board of Directors, Nassau Education Foundation Board of Directors, McArthur Family YMCA Board of Directors, Communities in Schools Nassau Board of Directors, Community First Credit Union Community Advisory Council, Urban Land Institute, CoreNet Global, Intermodal Association of North America, University of Florida Alumni Association and the Women's Giving Alliance.

### **Certifications**

Notary Public, State of Florida, March 2016 – March 2020