Kellie Jo Kilberg

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ASSOCIATION & COMMUNITY ENGAGEMENT PROFESSIONAL

Bring forth the voice of everyone through conversational leadership and trust building by creating a psychologically safe environment that enables resilient, innovative, agile relationships in a culture of open and honest dialogue with mutual respect among team members and group engagement.

AREAS OF EXPERTISE

Community Engagement & Partnership Building | Operations | Organizational Development & Governance | Government Affairs | Economic Development | Executive Leadership & Coach | Legislation | Mentoring | C-Level Executive Engagement | Program Development & Training | Members/Clients Development | Public Policy Strategic Planning & Tactical Execution | Communications | Marketing/Branding Budgeting | Change Management | Board of Directors Management | Fund Management | Workforce Development | Education | Negotiations

KEY ACCOMPLISHMENTS

Developed Legislation creating the Purple Star Schools/Districts of Distinction Program as well as legislation for 6 Interstate-Mobility Compacts for our military spouses of active-duty members.

Implemented the Florida Defense Alliance 5-year strategic plan by facilitating work groups, semi-annual meetings, develop legislation, and **created a video series** featuring the Florida's Range Complex, Installations, and Military Assets.

Masterminded and established Clay County Chamber Foundation, writing Articles of Incorporation and By-Laws to comprehensively support fundraising and educational needs to steward transparent fund management.

Selected by US Chamber of Commerce to participate in Business LEADs Network-Postsecondary Education (2011) & Institute Charter Class – K-12 Education (2009) programs; funded by Bill & Melinda Gates Foundation.

Completed Ford Foundation Fellowship in 2010, focusing on regional sustainable development and US job creation.

SELECTED AWARDS

- 2021 US Air Force Security Forum Fellow
- 2020 850 Business Magazine Women's Pinnacle Award Winner
- 2008 Recognized as "Professional of the Year" Florida Association of Chamber Profession
- 2005 Selected in Charter Class "Women of Influence" in Jacksonville Business Journal.

PROFESSIONAL EXPERIENCE

KILBERG Consulting and Training Niceville, FL | 2011 to Present
President & Chief Executive Officer CEO

Visionary Strategist, Executive Coach, Impactful Mentor, Change Agent, and Alliance Builder. An innovative, highly collaborative, result-oriented CEO with a successful track record in launching and reengineering economic development, chamber and workforce organizations, programs, and initiatives. More than 30-years of leadership experience in operational aspects of business, including planning, resource development, budgeting, strategy, policy development and implementation, continuous improvement processes, aligning organizations around results through performance metrics, communication/marketing plans, and setting cultural expectations of excellence and accountability.

- **Facilitate Mentoring Emerald Coast program**. Recruit and pair mentors and mentees to connect experience with potential to create significant impact in skills development, career advancement and personal growth.
- **Work with local defense communities in collaboration with installations to seek solutions to challenges and identify opportunities** for enhanced installation resiliency, military value, and encroachment protection as well as increase programs to address the challenges and support of military families.
- **Advocate for programs to leverage and maximize local, state, and federal resources to address mission assurance and growth as well as build strategic partnerships with regional, state, and federal agencies.**
- **Ignite creativity and collaboration** in executives to foster an environment of trust and innovation.
- **Worked with the BIA of Okaloosa/Walton to enhance building industries Career & Technical Education programs.**
- **Enhanced and increased engagement for Randy Wise Homes with local organizations** as well as developing a social media strategy and development of new websites to **promote brands' awareness.**
- **Facilitated Strategic Communications Plan** for Eglin Air Force Base Air Force Research Lab.
- **Recruited and coordinated mentoring program for the innovative program, Venture Hive for Veterans** in Fort Walton Beach to strategically pairs business leaders with entrepreneurs. **Developed a handbook for entrepreneur mentors. Connected entrepreneurs to networks/resources and coordinated an Entrepreneurship seminar series.**
- **Provide public relations and business strategies** for small businesses.

WALTON AREA Chamber of Commerce Santa Rosa Beach, FL | 2012 to September 2015
President & Chief Executive Officer CEO

Business and community development group working across Walton County. Managed and directed all operations and coordination of organizational management and programs, activities, events, objectives, and policies for the Walton Area Chamber and the Walton County Chamber Foundation. Defined and implemented diverse new programs and strategies to attract, retain, and grow membership and sponsorships throughout the Walton County area. Led the business community on more targeted involvement with our entrepreneurs, education, leadership development, and youth leadership programs including the introduction of data analytics and reporting.

- **Exercised thought leadership with innovative programs** to strategically pair business leaders with start-ups and intermediate businesses through the EMERALD COAST Mentoring Program and Entrepreneurs Panels.
- **Created and effectively engaged women business owners** through programming an annual *Women's Symposium* growing attendance YOY by 25%.
- **Raised more than $280,000 for area children's non-profit organizations** through the Taste of the Beach events.
- **Worked with two locate companies** on business expansion plans with persuasive communication and recruited Chamber members to strengthen the offer while positively engaging Leadership Walton alumni relations.

- **Secured $150,000 in state grants** to diversify the county's economic base through entrepreneurial and women programs as well as address military mission expansion and base encroachment.
- **Developed a targeted capital campaign** for enhancing our technology, education, and entrepreneur development programs through consensus building, relationship management, and onboarded new funders seeking investments.
- **Enhanced Young Professionals' program** to include more professional development and philanthropic activities.
- **Grew Membership by 20% and had a retention rate of 85%** through the strategic direction and value of the investment program.
- **Created social media and marketing strategies** to reinforce Chamber's brand awareness and to promote programs/events, and acted as spokesperson for media, and events to demonstrate community leadership.

Clay County Chamber of Commerce Orange Park, FL | 2003 to 2011
President & Chief Executive Officer CEO

Lead economic and community development groups working across Clay County. Adeptly balanced leadership positions for three associated entities – Chamber of Commerce, Clay County Development Authority, and Clay County Chamber Foundation – simultaneously promoting area economic development and education. Forged deep, lasting partnerships throughout local communities and with regional private businesses. Defined and implemented diverse new programs and strategies to attract, retain, and grow businesses throughout Clay County. Identified and resolved issues affecting education and economic growth. Piloted various targeted capital campaigns for financial results above goals. Proactively positioned Chamber and partners as community champions and advocates, fostering strong community involvement and ongoing success. Collaborated with local, regional, state, and national elected bodies and government organizations to cooperatively support regional commerce and attain robust mastery of legislative issues that impacted key areas including economic development, transportation, and education. Directed personnel management of staff up to 13 with 5 direct reports. Carried full oversight for $1.2MM and $2MM annual budgets. Provided small businesses with key networking and training opportunities YOY.

- **Effectively engaged the business community** in education issues pioneering the Education & Workforce Annual Forum.
- **Secured $4.4MM in state grants** to diversify the county's economic base and address military mission expansion and base encroachment.
- **Convinced eight significant, rapidly growing companies** to relocate to Clay County and facilitated the new business expansion of four companies to offset a period of low economic growth.
- **Effectively positioned Northeast Florida** for future success, providing insight for integrating and welcoming diversity, equity, and inclusion of 1.6M new inhabitants.
- **Garnered organization accreditation as** a 4-star Chamber through the US Chamber of Commerce and certification under the Florida Association of Chamber Professionals.
- **Successfully landed two $200K** US EPA Brownfields Grants for assessing and preparing disadvantaged areas for cleanup, earmarked budget funds for leadership training for new work groups.
- **Obtained $160K in fund development** for the first Quality of Life study for Clay County.
- **Set the strategic vision for a unique** public-private partnership that resulted in First Coast Outer Beltway.
- **Created an award-winning marketing campaign,** "It's a Clay Thing" to brand the Economic Development program.
- **Developed a quarterly newsletter** to be included in the local paper to inform the community and officials about the activities and programs of the Economic Development Division.
- **Created foundation events** to fund enhanced programs for teachers and k-12 grades activities.
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Enterprise Florida, Inc (Now FloridaCommerce) Orlando, FL | 1998 to 2003
VP of Partner Relations – Economic Development, Defense & Space

The economic development organization was formed out of a public-private partnership in 1996. Identified and facilitated major alliances throughout Florida, ensuring state funds were appropriately leveraging and eliminating redundancy in programs. Played an integral role in the Florida Defense Alliance, leading programs to ensure activity of the $52BB industry and preserve and enhance military defense missions and activities in Florida. Regularly liaised between key partners and Enterprise Florida. Served as a key member of the senior leadership team, providing strategic counsel to the President / CEO on stakeholders' development. Oversaw four direct reports.

- **Dramatically improved partner satisfaction** from 78% to 92%.
- **Defined processes for cooperating with partners** and opened lines of communication with partner executives to bridge communication gaps.
- **Coordinated Stakeholders Council managed working groups** including Competitiveness, Rural Issues, Urban Issues, International and Marketing. Led program evaluation and assessment.
- **Directed the activities of the Team Florida: Diversifying Florida's Future Task Force following September 11, 2001**. 20-week Economic Development Communication Series for legislators and business leaders as well as the successful passage of a marketing and stimulus package.
- **Led strategic initiative** for the EFI Board Defense and Space Advisory Council.
- **Coordinated seven regional workshops** for the statewide strategic plan.
- **Drove development and integration** of North Florida Technology Alliance, an alliance of economic development, education, and government institutions with private sector businesses.
- **Consolidated 3 separate technology corridors** into a single statewide strategy for Florida Research Alliance.
- **Successfully developed and orchestrated** the State's Hurricane Response and Recovery Partner Network Plan.

Economic Development Council of Okaloosa County Fort Walton Beach, FL | 1995 to 1998
Director of Operations and Development

Economic and community development group working across Okaloosa County. Directed all operations and coordination of organizational finances, programs, activities, events, objectives, and policies. Defined and implemented diverse new programs and strategies to attract, retain, and grow membership and sponsorships. Oversaw six direct reports.

- **Directed Budget of $3.4MM and all operations for the EDC** and its associated programs including the North Florida Manufacturing Technology Center, Okaloosa Community Development Corporation, Okaloosa Film Commission, and the Quality Institute.
- **Recruited seven companies** to Okaloosa County**.**
- **Developed a three-year marketing plan and coordinated all marketing activities** including public relations, communications, publications and media inquiries.
- **Supervised events and programs including** the Okaloosa-Walton Economic Summit, Minority Business Mentor/Protégé Program, Emerald Coast Delegation Trip to Washington DC, and customized training.
- **Coordinated proactive defense programs to address military opportunities and challenges before and during the 1995 Base Realignment and Closure process.**
- **Produced and hosted a** monthly TV Show**,** *Okaloosa Business Journal***.**
- **Created an advocacy program to be proactive with business climate issues at local and state levels.**
- **Led the Hurricane Opal Recovery Plan** including the Small Business Emergency Bridge Loan Program for North Florida and the Okaloosa Business Assistance Center.

EDUCATION & CERTIFICATIONS

Bachelor of Sciences and Humanities Degree in Journalism & Public Relations | Iowa State University, Ames, IA
Economic Development Institute | University of Oklahoma, Norman, OK
US Chamber of Commerce Institute for Organization Management | University of Georgia, Athens, GA
Certified Chamber Executive | ACCE – Washington, DC
Trust Edge Certified Partner | Trust Edge Institute, Minneapolis, MN
Enterprise Trust Index Certified | Trust Edge Institute, Minneapolis, MN
Everything DiSC® Certified Practitioner | Wiley, Minneapolis, MN
Certified Five Behaviors® Practitioner | Wiley, Minneapolis, MN
Certified Trainer | The Bob Pike Group, Minneapolis, MN
Trauma-Informed Leadership Certificate | University of North Florida, Jacksonville, FL
Trauma-Informed Organizational Assessments Digital Credentialed | Dawn Emerick Consulting Jacksonville, FL
Conducting Trauma-Informed Supervision | Dawn Emerick Consulting Jacksonville, FL
Leading through Situational Styles of Leadership & Mindset | Dawn Emerick Consulting Jacksonville, FL
Neuroscience of Coaching: Mastering the Science Behind Coaching and Behavioral Change | Coaching.com, Beverly Hills, CA

BOARD OF DIRECTORS & AFFILIATION

Florida Defense Alliance	*Chairman of the Board	2016 - Present
Walton Area Chamber of Commerce Mentoring Emerald Coast	*Chairman	2019 - Present
Tri-County Community Partnership Initiative	Leadership Board	2014 - 2024
Okaloosa Economic Dev Defense Strategic Initiative	Board of Directors	2012 - 2024
Enterprise Florida	Stakeholder's Council	2003 - 2023
Building Industry Association Okaloosa/Walton	Chair, Education Committee	2018 - 2020
Taylor Haugen Foundation	*Chairman of the Board	2018 - 2020
CareerSource Okaloosa/Walton Workforce Board	*Chairman of the Board	2016 - 2018
Walton Education Foundation	Board of Directors	2012 - 2018
North Florida Small Business Administration	Advisory Board	2008 - 2016
Florida Chamber Foundation - Infrastructure & Growth	Leadership Six Pillars Caucus	2011 - 2012
Northeast Florida Regional Community Institute	Board of Directors	2008 - 2012
First Coast Technical College	*Chairman of the Board	2009 - 2011
CareerSource Northeast Florida	Board of Directors	2009 - 2011
NE Florida Regional Council First Coast Vision	Chairman, Econ. Dev.	2010 - 2011
American Chamber of Commerce Executives (ACCE)	Board of Directors	2008 - 2011
Florida Association of Chamber Professionals	*Chairman of the Board	2008 - 2009
Florida Economic Development Council	*Chairman of the Board	2001 - 2002