



Job Description

Job Title: Vice President of Trade and Export Development
FLSA Status: Exempt
Location: Orlando or Miami, FL
Reports To: President & CEO

Position Summary

Reporting to the President and CEO of SelectFlorida, the Vice President of Trade and Export Development is responsible for advancing the State of Florida's international trade initiatives and expanding export opportunities for Florida's businesses. Overseeing the Division of Trade and Export Development for Florida's international commerce agency, the Vice President will lead a team responsible for helping Florida businesses enter or expand into international markets. This key leadership position develops and executes comprehensive programs and services that promote international market access, increase exports, foster business relationships and collaboration, as well as strengthen Florida's position as an international gateway.

The Vice President is a working manager position that oversees and implements trade shows and missions, export programs, and business support initiatives. By expanding international trade opportunities and supporting businesses in exporting, the Vice President will directly impact Florida's international competitiveness, contribute to job creation and business growth, and long-term economic growth success throughout the state.

Key Responsibilities

Strategic Leadership

- Develop and implement a comprehensive statewide trade and export development strategy aligned with Florida's economic priorities.
- Identify high-growth international markets and industry sectors for targeted expansion, as well as analyze market trends, to recommend proactive responses to opportunities and challenges.
- Serve as the principal advisor to the President for trade and export development.
- Collaborate with members of the leadership team to ensure the entire organization is continuously aligned and optimized.
- Support organization-wide strategy and policy development.

- Identify and recommend opportunities for program expansion and improvements.

Division Leadership

- Lead, develop, and coach a high-performing team of trade and export professionals.
- Foster a culture of innovation, cross-training, collaboration, stakeholder engagement, and results-driven performance.
- Assign trade professionals as primary contacts for specified industries, international markets, and Florida regions.
- Oversee the operations of the division, including, but not limited to, administering budgets, evaluating programs and services, meeting established goals and metrics, KPI management, and reporting.
- Ensure accountability and measurable outcomes, including, but not limited to, export expansion and business support.

Trade and Export Programs

- Lead, plan, and implement SelectFlorida's trade shows and missions, including, but not limited to, recommending shows and missions, assessing ROI, working with participants and in-market contacts, and connecting participants with international opportunities.
- Design and implement programs that assist Florida businesses in export readiness, expanding exports, and exporting to new international markets, with a particular focus on small and medium sized businesses. This includes, but is not limited to, trainings, webinars, consultations, and seminars.
- Manage vendor and consultant relationships in support of trade and export programs.
- Provide direct consultations to Florida's small and medium sized businesses on topics to include, but not limited to, navigating international markets, supply chains, and export opportunities.
- Oversee the export certificate program, including Certificates of Free Sale and Good Manufacturing Practice, to include, but not limited to, customer service and compliance.
- Coordinate with marketing and communications to promote programs and services and communicate opportunities for export expansion.

Stakeholder Engagement and Support

- Collaborate with Florida businesses and trade partners to identify export opportunities and remove barriers.
 - Build and maintain strategic partnerships with key organizations related to trade, including, but not limited to, government, economic development, education, seaports and airports, trade organizations, and industry groups.
 - Represent the organization externally as assigned, including, but not limited to, internationally during trade shows and missions.
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Qualifications

Minimum Qualifications

- Bachelor's degree in Business, International Relations, Economics, or related field.
- 5+ years of progressive experience in international trade, economic development, and/or export promotion.
- 3+ years of progressive management experience.
- Demonstrated success in developing and executing subnational (state, regional, or county) and/or private sector trade strategies and programs.
- Experience leading and implementing trade shows, trade missions, and related events.
- Exceptional leadership, communication, public speaking, strategic planning, and stakeholder engagement skills.
- Experience managing complex programs, budgets, and cross-functional teams.
- Strong analytical and problem solving skills.
- Demonstrated ability to manage multiple projects and initiatives simultaneously.
- Ability to travel approximately 30% of the year, including domestic and international travel.

Preferred Qualifications

- Experience working with state or national economic development and/or trade organizations.
- Graduate degree in a relevant field.
- Familiarity with Florida's economy, business landscape, economic assets, and key industries.
- Expertise in international markets, trade policy, supply chain, export development and/or export regulations.
- Bilingual.

To apply, contact:

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SelectFlorida

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