



AREAS OF EXPERTISE

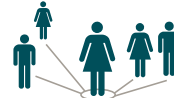
- BANKING & FINANCE
- ECONOMIC DEVELOPMENT
- ENVIRONMENT & SUSTAINABILITY
- LAND USE & DEVELOPMENT
- LOCAL GOVERNMENT
- LOTTERY
- MANUFACTURING
- MILITARY
- OUTDOOR ADVERTISING
- POLICY
- PUBLIC & PRIVATE PARTNERSHIPS
- STRATEGIC PLANNING
- TECHNOLOGY
- TRANSPORTATION
- TRAVEL & TOURISM
- WATER

INFLUENTIAL RELATIONSHIPS IN:

- EXECUTIVE OFFICE OF THE GOVERNOR
- GOVERNOR'S OFFICE OF POLICY & BUDGET
- DEPARTMENT OF ECONOMIC OPPORTUNITY
- ENTERPRISE FLORIDA
- VISIT FLORIDA
- SENATE COMMITTEE ON TRANSPORTATION
- FLORIDA'S FIVE WATER MANAGEMENT DISTRICTS
- FLORIDA FISH & WILDLIFE CONSERVATION COMMISSION
- DEPARTMENT OF MANAGEMENT SERVICES
- DEPARTMENT OF BUSINESS & PROFESSIONAL REGULATION
- FLORIDA LOTTERY
- TOURISM & ECONOMIC DEVELOPMENT
- TRANSPORTATION & INFRASTRUCTURE SUBCOMMITTEE
- FLORIDA CONSTITUTIONAL REVISION COMMISSION
- DIVISION OF BOND FINANCE

INTENSIVE COLLABORATIONS WITH:

- FLORIDA DEPARTMENT OF TRANSPORTATION
- SENATE APPROPRIATIONS SUBCOMMITTEE ON TRANSPORTATION
- HOUSE TRANSPORTATION & TOURISM APPROPRIATIONS SUBCOMMITTEE
- DEPARTMENT OF ENVIRONMENTAL PROTECTION
- DIVISION OF EMERGENCY MANAGEMENT



MANAGED \$11 BILLION TRANSPORTATION BUDGET

- DIRECTED CHANGES TO FDOT'S TECHNOLOGY PRIORITIES & SPENDING
- DEVELOPED NEW FINANCING VEHICLE FOR COST EFFECTIVE MEGA PROJECTS



17+ YEARS OF COMMUNICATIONS, POLICY, AND FINANCE EXPERIENCE

NATIVE OF MONROEVILLE, AL (HARPER LEE'S HOMETOWN)

FAMILY, COLLEGE FOOTBALL, AND COOKING

PROVIDED AWARD-WINNING COVERAGE OF THE WARS IN THE MIDDLE EAST ABOARD AIRCRAFT CARRIERS OPERATING IN THE REGION

MANAGED 14 AGENCIES AS DEPUTY CHIEF OF STAFF FOR GOVERNOR RICK SCOTT



RACHEL CONE TO KEEP MOVING FORWARD

Rachel Cone joins Southern Strategy Group after 11+ years of service at the executive levels of local and state government. Rachel graduated from Auburn University with a degree in journalism. Her award-winning reporting and feature stories led to her position as Manager of Written and Strategic Communications for the City of Jacksonville Mayor's Office where she served as lead speechwriter for the mayor and implemented community engagement initiatives. Rachel's Tallahassee career began in 2011 as the Director of External Affairs for the Florida Department of Environmental Protection. After that, Rachel served as Deputy Chief of Staff in the Executive Office of the Governor, playing a key role in the development of Governor Rick Scott's environmental policy, including Everglades restoration. As Assistant Secretary of Finance & Administration and Interim Secretary, Rachel managed Florida Department of Transportation's \$11 billion budget and developed a new financing vehicle that allowed the department to complete more mega projects at a lower cost. She was also instrumental in changing the way the department prioritizes, selects, funds and governs its transportation technology projects.

Rachel's talents for effective communication and collaboration combined with her abilities to analyze complex issues and develop innovative solutions will help deliver results for Southern Strategy Group's clients, and for Florida.

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