
Profile

Begin by inserting your email address. If you have an existing account, a message will be delivered to the email address on file. Please use a single email address throughout your experience with the Pinellas Boards, Councils, and Committees application. For specific instructions, visit www.pinellascounty.org/boards/applicants.htm.

Mrs.

Prefix

Danielle

First Name

M

Middle Initial

Ruiz

Last Name

danielle.ruiz@duke-energy.com

Email Address

4121 St. Lawrence Drive

Street Address

Suite or Apt

New Port Richey

City

FL

State

34653

Postal Code

Home: (727) 372-5137

Primary Phone

Home: (727) 222-9869

Alternate Phone

Duke Energy

Employer

Senior Manager, Economic
Development

Job Title

Economic Development

Occupation

Which Boards would you like to apply for?

Economic Development Council: Submitted

Are you currently a Pinellas County resident?

Yes No

17 years

If you are a Pinellas County resident, for how long?

Are you registered to vote in Pinellas County?

Yes No

Are you currently serving on any Pinellas County boards, councils, or committees?

Yes No

If you are currently serving on any Pinellas County boards, councils, or committees, please name.

Do you have or hold any employment or contractual relationship with any business or any agency which is subject to the regulation of or is doing business with Pinellas County?

Yes No

If you have or hold any employment or contractual relationship with any business or any agency which is subject to the regulation of or is doing business with Pinellas County, please explain.

Do you serve on any state, regional or local government boards, councils or committees?

Yes No

If you serve on any state, regional or local government boards, councils or committees, please explain.

Pasco Economic Development Council, Manufacturers' Association of Florida, St. Pete Area Economic Development Council, Nature Coast Business Development Council,

Are you current with all taxes and any other financial obligations?

Yes No

If you are not current with all taxes and any other financial obligations, please explain.

Have you been convicted of a Public Entity Crime? Public entity crime is defined by Florida Statute, sec. 287.133 as a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid, proposal, reply, or contract for goods or services, any lease for real property, or any contract for the construction or repair of a public building or public work, involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

Yes No

If you have been convicted of a Public Entity Crime, please explain.

Have you been convicted of a financial felony?

Yes No

If you have been convicted of a financial felony, please explain.

Have you ever been convicted of a crime against children or seniors?

Yes No

If you have ever been convicted of a crime against children or seniors, please explain.

Are you currently, or have you ever sued Pinellas County?

Yes No

If you currently, or have ever sued Pinellas County, please explain.

Have you ever been arrested, charged, or indicted for violation of any federal, state, county, or municipal law, regulation or ordinance? (Exclude traffic violations for which a fine or civil penalty of \$150 or less was paid)

Yes No

If you have ever been arrested, charged, or indicted for violation of any federal, state, county, or municipal law, regulation or ordinance, please explain.

Interests & Experiences

State your background, including your education, work experience, civic or community organization memberships and positions, and any professional licenses or memberships, and explain how this applies to the function of the board, council or committee.

Ruiz has over 17 years of professional business and economic development experience with both public and private sector employers. Ruiz joined Duke Energy in January 2014 focusing on the economic development efforts of the 35-county territory of Florida. Prior to Duke Energy, Ruiz served as Director, Business Retention & Expansion at the Tampa Hillsborough Economic Development Corporation, a public private entity governing economic development efforts and supporting business climate issues within Hillsborough County, Florida. She founded the Business Retention and Expansion Program and built into the EDC baseline processes and metrics. Danielle played an integral part in the EDC exceeding its goals, in addition to managing key relationships and programs for the EDC. Previously, Ruiz served as Group Manager, Clinical and Educational Services for ConMed, an international medical device manufacturer, managing consultative relationships as well as education and training programs for orthopedic surgeons globally. She was lead facilitator of a significant construction project on campus for a world class training institution, making it a destination location for healthcare professionals globally. Prior to her work with ConMed, Ruiz served as Business Development Manager for Pinellas County Economic Development, maintaining a strong business retention program and recruiting new firms both domestic and global. During her nearly 8 years in Pinellas, Ruiz was appointed to a 2-year Succession Management leadership program through Pinellas County Government as well as received recognition in the County Administrator's awards for both Customer Service and Community Commitment; Ruiz continues to fulfill this dedication to every facet of her work. Earlier in her career, she gained workforce development experience at the state and local level. Ruiz is a graduate of Clemson University and earned a Bachelor of Science degree in Business Management, with a focus on International Business. She has completed coursework through the International Economic Development Council and received her Master Practitioner certification from the Advanced Economic Development Leadership program. Ruiz is committed to the community and serves on several economic development and industry boards in Florida. Ruiz resides in Pinellas County, in the Tampa Bay area with her husband and two children, a son and daughter.

Upload a Resume

Demographics

Ethnicity

Caucasian/Non-Hispanic

Gender

Female

04/03/1979

Date of Birth

The Pinellas County Commission strives to promote diversity and provide reasonable accommodations for individuals with disabilities. If you are requesting accommodation, please indicate below:

I understand the responsibilities and commitment of time associated with an appointment to a Pinellas County board, council or committee.

I Agree *

Danielle M. Ruiz
Tarpon Springs, Florida

727.692.3408

dm_ruiz@me.com

PERSONAL STRENGTHS

Project Management
Business Development

Community Leader
Customer Engagement

Proactive Communicator
Highly Motivated

PROFESSIONAL EXPERIENCE

Duke Energy Corporation

St. Petersburg, Florida

Senior Manager, Economic Development

January 2014-Present

- Responsible for the attraction and location of new business to Duke Energy's 35-county Florida service area, focused on Tampa Bay and North Florida markets
- Initiated focus on real estate broker engagement to increase internal project pipeline
- Focus on relationships to highlight competitive programs and services available to locate companies within Duke service territory
- Consistently lead team in announced projects annually
- Lead Product Development initiatives to identify land ideal for industrial investments

Tampa Hillsborough Economic Development Corporation

Tampa, Florida

Director, Business Retention & Expansion

April 2012-January 2014

- Tasked by President/CEO to develop and implement a Business Retention & Expansion (BRE) work plan as a new initiative to encourage proactive outreach to targeted Hillsborough County businesses
- Led BRE team of five promoting activities resulting in over 85% of active projects being new prospects to pipeline
- Facilitated projects creating 1300 new jobs, retaining over 5000, and over 1400 in process interacting with targeted industry sectors including manufacturing, aviation/aerospace, life sciences, financial and shared services
- Developed and hosted successful commercial and industrial real estate meetings to leverage strong relationships and grow project pipeline
- Staff lead for Manufacturing, Life Sciences and Financial Services & Cross Business Functions task forces with local employers focusing on industry impacts and growth opportunities

ConMed Corporation

Largo, Florida

Group Manager, Clinical & Educational Services

June 2011-April 2012

- Manage a budget of \$5M for corporate grants, fellowship programs and consulting agreements for Linvatec division, with revenues of \$750M in 2011
- Manage staff of eight employees, clinical specialists and logistics management, conducting educational workshop development on company facilities and at global educational conferences
- Penetrated several world class medical institutions and gained interest from top surgeons in the world to facilitate laboratory workshops using ConMed Linvatec products; partnered with sales representatives to grow programs
- Designed and developed company's global education strategy to maximize surgeons' interface and interactions with ConMed Linvatec products
- Increased surgeon consulting base by 200% and increased Conmed facilitated surgical workshops by 300% in less than one year, correlating to direct sales of surgical products
- Managed a \$3.4M construction project, 16,000 square foot, new state of the art 21-station medical education facility on main campus to showcase surgical training programs and products for surgeons internationally

ConMed Corporation

Largo, Florida

Manager, Clinical Relations

January 2011-June 2011

- Create new and fostered existing relationships with surgeons in the orthopedic surgical specialty, specifically sports medicine procedures and joint trauma
- Increased engagement with orthopedic surgeons, attend orthopedic industry association events, strategic advisory groups and closed door healthcare practitioner discussions for company guests
- Designed and implemented internal contact resource management (CRM) database to improve interactions, maintain personalized data and fulfill payments for surgeon consulting hours

- Co-Chair: ConMed Linvatec Healthcare Compliance Committee, align with federal guidelines for medical device industry involving surgeon consulting contracts and donation dollars

**Pinellas County Economic Development
Business Development Manager**

Clearwater, Florida
July 2003-January 2011

- Project manager, coordinating strategic direction on complex corporate projects in targeted industry sectors
- Obtained \$2M in state level training grants for Pinellas companies, training 5000 employees; Pinellas County top in the state for eight years
- Facilitate business attraction and expansion for commercial and industrial site selection, property development and re-development
- Support companies in foreign direct investment and export/import activities in Foreign Trade Zone
- Facilitated projects with new and existing businesses creating 1100 new jobs and retaining over 1400, marketing the strong industry sector for complementary businesses
- Worked with companies to devote over \$100M in Capital investment to the Pinellas community
- Disaster Preparedness and Continuity liaison, worked with large corporations to create and share best practices in preparation for catastrophic event

**State of Florida, Agency for Workforce Innovation
Account Manager**

Pinellas Park, Florida
December 2001-July 2003

- Team Leader for Mid-Pinellas County area targeting employers with open job posting to place in internal system
- Continually exceeded monthly quotas for number of employer contacts
- Trained four employees on internal and external marketing procedures
- Collaborated with local colleges and technical schools, staffing firms and on-line job boards to identify candidates

**State of Florida, Agency for Workforce Innovation
Customer Service Representative**

Clearwater, Florida
October 2001- December 2001

- Promoted employment programs and resume writing for job ready candidates
- Met with job seekers and performed job matching to fill related opportunities

EDUCATION & TRAINING

Clemson University

Clemson, South Carolina

Bachelor of Science Management/International Business

International Economic Development Council coursework completion
 Proficient in Goldmine (contact management database)
 Proficient in Salesforce (contact management database)
 Proficient in Microsoft Office
 National Incident Management (NIMS) IS-700 & IS-100 Certificates
 Advanced Economic Development Leadership, Master Practitioner certificate

AWARDS & RECOGNITION

- County Administrator Annual Recognition Awards 2007
 - Gold Award: Community Commitment
 - Silver Award: Exceptional Customer Service
- Pinellas County Government Succession Management Mid-Level Managers (2-year program)
 - Accepted as one of 27 employees throughout entire Pinellas County Government

COMMUNITY INVOLVEMENT

- Vice Chair, Pasco Economic Development Council Board of Directors 2017-2018
- Nature Coast Business Development Council of Levy County Board of Directors
- St. Petersburg Area Economic Development Corporation Board of Directors
- Manufacturers' Association of Florida Board of Directors
- St. Petersburg College Corporate Training Advisory Committee-Appointed by President of St. Petersburg College