

---

**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 [Boards, Councils & Committees - Applicants - Pinellas County](#).

**Prefix**

---

Dr.

---

Greory

First Name

---

A

Middle Initial

---

Buschman

Last Name

---

gregory.buschman@gmail.com

Email Address

---

1741 Caledonia Ct

Street Address

---

Suite or Apt

---

Palm Harbor

City

---

FL

State

---

34684

Postal Code

---

Mobile: (727) 742-5045

Primary Phone

---

Alternate Phone

---

St. Petersburg College

Employer

---

Professor

Job Title

---

**Occupation**

---

Education

---

**Which Boards would you like to apply for?**

---

Pinellas County Historical Commission: Submitted

---

**To which Commissioner are you applying?**

---

☒ Brian Scott (At Large District 2)

---

**Are you currently a Pinellas County resident?**

---

☒ Yes ☐ No

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

20 years

**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.**

**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.**

---

[Pinellas County Boards and Commissions Standards of Conduct for Citizen Appointees](#)

---

## **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.

---

[Upload a Resume](#)

---

## Demographics

### Ethnicity

---

☒ Caucasian/Non-Hispanic

### Gender

---

☒ Male

03/27/1965

---

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:

---

---

By clicking on "I Agree," below, I affirm that the information above is true and correct, and that I have read and agree to be bound by the Pinellas County Standards of Conduct for Board Appointees. I further understand and agree to the responsibilities and commitment of time associated with an appointment to a Pinellas County board, council, or committee.

---

☒ I Agree \*

All material submitted to Pinellas County is subject to the public records law of the State of Florida including Chapter 119, Florida Statutes.

Persons with disabilities needing reasonable accommodations to apply for an appointment to a Pinellas County Board may contact the Pinellas County Office of Human Rights at accommodations@pinellascounty.org, or by phone at (727) 464-4882 to discuss.

# DR. GREGORY A. BUSCHMAN, MSMKT, MSIS, Ph.D.

Palm Harbor, Florida 34684 • He/Him/His

Professional Website [www.LeadWellSLD.com](http://www.LeadWellSLD.com) • Personal Website [www.gregbuschman.us](http://www.gregbuschman.us)

[greg@LeadWellSLD.com](mailto:greg@LeadWellSLD.com) • 727-742-5045 • [www.linkedin.com/in/gregbuschman](http://www.linkedin.com/in/gregbuschman)

---

## **SUMMARY**

Organizational growth and marketing executive, mentor, leadership author, and public speaker. Thirty years of proven sales, sales support, and intrapreneurial leadership. Responsible for over \$160-million in sales of software, professional services, and capital equipment in the marketing and publishing industries. Design and implementation of organizational growth, sales, and marketing leadership strategies and field tactics, including policy and corporate culture change management programs. Through strong team building and collaboration, produced high-performance national and international achievements up to \$40-million per year and constant top performer awards.

Thrives on creating organizational growth through the creation of autopoietic systems in complex business environments. Uses interactive creative problem-solving strategies to prepare for and excel in the diverse post-COVID remote workplaces. Specializes in the theory and practice of communication, positive sales leadership psychology, traditional and digital marketing, and intergenerational diversity, equity, and inclusion. Possesses an entrepreneurial heart with a passion for transferring learned knowledge and professional skills.

## **SKILLS**

- |                               |                               |                        |
|-------------------------------|-------------------------------|------------------------|
| ♦ Communication               | ♦ Marketing Management        | ♦ Business Development |
| ♦ Interpersonal Relationships | ♦ Digital Marketing Fluency   | ♦ Sales Training       |
| ♦ Operational Management      | ♦ High-Performance Motivation | ♦ Negotiation          |
| ♦ Leadership Development      | ♦ Remote Team Management      | ♦ Mentoring            |
| ♦ Entrepreneurialism          | ♦ B2B, B2C, B2G Sales         | ♦ FourSight™ Certified |

## **EDUCATION**

---

- ♦ **Ph.D.:** Organization Development & Leadership: Creative Leadership for Innovation & Change - University of the Virgin Islands, Summa Cum Laude, 3.98 GPA.
- ♦ **Doctoral Certificate:** Organization Development & Leadership - Fielding Graduate University, Summa Cum Laude
- ♦ **MS Marketing:** University of South Florida, Summa Cum Laude
- ♦ **MS Information Systems:** University of Phoenix, Summa Cum Laude
- ♦ **BS Business Administration, Minor Accounting:** Missouri Baptist University, w/Honors

### **Corporate Certificates:**

- ♦ **Diversity, Equity, and Inclusion in the Workplace:** USF Corporate Training and Professional Education
- ♦ **Inclusive and Ethical Leadership:** USF Corporate Training and Professional Education
- ♦ **Change Management:** Harvard Business School Corporate Training - ManageMentor™
- ♦ **Customer Focus:** Harvard Business School Corporate Training - ManageMentor™
- ♦ **Coaching:** Harvard Business School Corporate Training - ManageMentor™

### **Professional and Industry Certifications:**

- ♦ **SAMA Enterprise Selling:** Strategic Account Management Association: Enterprise Selling
- ♦ **Value Added Sales:** Strategic Account Management
- ♦ **CDIA+:** ECM Enterprise Sales
- ♦ **FourSight™ Certified Instructor:** Creative Problem Solving and FourSight™ Mindset Methodology
- ♦ **Certified Online Instructor:** St. Petersburg College
- ♦ **Professional Facilitator:** FKA
- ♦ **CITI Program Certificate in Human Subject Research:** Social & Behavioral Research
- ♦ **CIP:** Continuous Improvement Professional, OD & Professional Services Sales, PIA
- ♦ **A+, Net+, CDIA+, CIPs, CTT+:** CompTIA
- ♦ **Certified Supply Chain Expert:** Idealliance
- ♦ **G7 Expert, G7-Trainer:** Idealliance
- ♦ **Blue Point:** Leadership training
- ♦ **John Maxwell:** Leadership training

# DR. GREGORY A. BUSCHMAN, MSMKT, MSIS, Ph.D.

Palm Harbor, Florida 34684 • He/Him/His

Professional Website [www.LeadWellSLD.com](http://www.LeadWellSLD.com) • Personal Website [www.gregbuschman.us](http://www.gregbuschman.us)

[greg@LeadWellSLD.com](mailto:greg@LeadWellSLD.com) • 727-742-5045 • [www.linkedin.com/in/gregbuschman](http://www.linkedin.com/in/gregbuschman)

---

## **ACADEMIC POSITIONS**

### **Professor/Instructor of Marketing and Management**

(2010-Present)

St. Petersburg College – St. Petersburg, FL (Tarpon Springs, Clearwater, Gibbs, and Seminole)  
College of Business, Adjunct from 2010 – 2022.

Courses Taught: In-Classroom, Online Live, Blended, and/or Full Online

- ◆ MAR 4413: Sales, Negotiation, and Customer Relationship Management
- ◆ MAR 3802: Marketing Management
- ◆ MAR 2410: Personal Selling
- ◆ MAR 2321: Advertising
- ◆ MAR 2011: Principles of Marketing
- ◆ MAR 2101: Social Media Marketing
- ◆ DIG 2545: Media Planning (Management)

College of Computers and IT (Mid-Town, Down-Town, Clearwater, Tarpon Springs, Seminole)

Courses Taught: In-Classroom, Online Live, Blended, and/or Full Online

- ◆ CGS 1545: Database Techniques
- ◆ CGS 1515: Spreadsheet Techniques and Programming
- ◆ CGS 1070: Basic Computer and Information Literacy
- ◆ CGS 1100: Computer Applications
- ◆ CET 1171: Computer Repair Essentials A+ Certification Prep Part 1
- ◆ CET 1172: Computer Support Technician, A+ Certification Prep Part 2

### **Visiting Assistant Professor**

(2021-2022)

University Of Tampa – Tampa, FL

Communication Department: In-Classroom

- ◆ COM 301: Intro to Organizational Communications
- ◆ COM 436: Communication and Media Ethics

**Learning Management Systems:** Blackboard, D2L, Canvas, Angel, Pearson, MyLab, Cengage, VMware

**Dissertation Research:** Investigating Relationships Between Intergenerational Preferences, Path-Goal Leadership Styles, and the FourSight™ Creative Thinking Preferences

## **PROFESSIONAL EXPERIENCE**

### **Founder | Sales and Marketing Leader**

(2019-Present)

Strategic Leadership Development – Tampa, FL, [www.LeadWell.SLD.com](http://www.LeadWell.SLD.com)

**Author of Amazon Kindle #1 new release in business management, January 2020.**

***"I Think, You Think, We All Think Differently: Leadership Skills for Millennials & Gen Z"***

- ◆ Sales and Marketing strategist, customer acquisition for leadership development, creative problem-solving collaboration, team and organizational development training, intervention facilitation, mentoring.
- ◆ Authored and facilitator of "Strategic Account Enterprise Sales Training", "Inter-Generational Leadership", "Supportive Sales Leadership for The New Reality", "High-Performance Innovative Teaming", "Growth Leadership", "Leadership Maturity & "Personnel Development", "Leading Complex Organizations", "Creating Autopoietic Systems" and "Value Based Professional Sales" (Solution Selling) training.
- ◆ Sales mentor for Strategic Account Sales and Marketing executives for enterprise partnership selling.
- ◆ FourSight™ Certified Instructor – Leadership and Creative Innovation Teaming

### **Co-Founder | Sales and Marketing Leader**

(2016-2019)

Strategic Account Marketing LLC – Tampa, FL

- ◆ Award-winning performance and selected to serve on global ANSI & ISO Standards Subcommittees.
- ◆ Sales and marketing to my personal and corporate client through relationships selling, organizational

# DR. GREGORY A. BUSCHMAN, MSMKT, MSIS, Ph.D.

Palm Harbor, Florida 34684 • He/Him/His

Professional Website [www.LeadWellSLD.com](http://www.LeadWellSLD.com) • Personal Website [www.gregbuschman.us](http://www.gregbuschman.us)

[greg@LeadWellSLD.com](mailto:greg@LeadWellSLD.com) • 727-742-5045 • [www.linkedin.com/in/gregbuschman](http://www.linkedin.com/in/gregbuschman)

---

effectiveness, and continuous process improvement through consulting for the advertising, marketing, and publishing industry.

- ◆ Strategic development and management of sales and marketing consulting focused on continuous improvement strategies, strategic sales, and high-performance team development. .
- ◆ Provided Value Stream Organization (VSO) leadership training to executive teams and designed global quality assurance programs for complex global organizations.
- ◆ Pivoted during COVID lockdown and transformed the company to focus specifically on leadership and renamed it “Strategic Leadership Development” which is my current endeavor.

## **Regional Manager (RVP) Southeast**

(2011-2016)

Konica Minolta Business Solutions – St. Petersburg, FL

- ◆ Revitalized stalled sales division increasing sales revenue from \$26,000,000 to \$40,000,000, 9% CAGR (industry average 3.4%), 104-114% of profit goals over five years. Largest sale \$2,000,000+ with \$400,000 in annual service annuities.
- ◆ Decreased SG&A costs by 30% in customer service department.
- ◆ Conducted market research and design strategic partner (trusted advisor) based sales and marketing plan, resulting in an increase of revenue from \$445,000 to \$6,000,000 in software and services.
- ◆ Collaborated with Florida sales leaders on implementing the new value based (VSO) sales strategy increasing sales revenue in Florida market from \$8,000,000 to \$15,000,000 in three years and winning Most Profitable Region Award.
- ◆ Lead change management initiative through creative problem-solving collaborative design process for effective customer engagement strategies. Exceeded corporate goals building trust and creating interdependent goals for cross-functional teaming. Engaged external and global partnerships to ensure critical success factors were identified, measured, and met.
- ◆ Top Performer Awards – Two #1 Global Complex Solution Sale, #1 National Business Development Leader, Multiple National Top Performer President's Club trips, and largest software sale in company history. Global and national achievement awards, and the presentation of strategic growth business plan to the Global CEO & Executive Board in Tokyo, Japan.

## **SVP Marketing and IT Solutions**

(2009-2011)

Verde Document Solutions, Inc. – Tampa, FL

- ◆ Positioned company as a Value-Added Reseller (VAR) and developed customer-centric culture.
- ◆ Sales and marketing for enterprise content management (ECM), and eCommerce solutions.
- ◆ Vendor and contract negotiation, securing partner FOB 10% below market standard.

# GREGORY A. BUSCHMAN

Palm Harbor, Florida 34683

gregory.buschman@gmail.com • 727-742-5045 • [www.linkedin.com/in/gregbuschman](http://www.linkedin.com/in/gregbuschman)

---

## SENIOR SALES AND MARKETING EXECUTIVE

### Global Solutions Sales Manager

(2005-2009)

Konica Minolta Business Solutions – St. Petersburg, FL

- ♦ Launch new technology and professional services into sales channel. Starting from scratch, researched, created, trained sales force, and launched value stream sales and marketing strategy. Reached \$11,000,000 in sales revenue in third year.
- ♦ Increased over all channel revenue by 10% (\$101,000,000 to \$112,000,000). Selling 15% of total company professional service revenue (150% of channel quota)
- ♦ Award-winning performance recognized as Global Top Performer, Quota Achievement, 150+% Quota Achievement Award, and President's Diamond Club.

### North American Marketing Director - Solutions and Professional Services

(2002-2005)

Konica Minolta Business Solutions – St. Petersburg, FL

- ♦ Collaborated with Canada and Mexican marketing directors and USA senior sales leadership for strategic sales and marketing planning and execution for product lines such as business intelligence information system appliances and storage, mainframe middleware, ECM, EMR, variable information print, versioned advertising, database mining and advertising, eCommerce, and service solutions.
- ♦ Sales training development and facilitation for solutions and professional services sales for 1250 sales managers and strategic account managers,
- ♦ Executive leadership training / mentoring and implementation of organizational change and improvement programs.
- ♦ 120% of sales quota YOY, drove sales from \$10-million to \$22-million in three years.
- ♦ Slashed FOB by 15% by negotiation of new vendor and partner contracts.
- ♦ Product manager researched, evaluated, and led product launches making decisions using cross-function cooperation and consensus.
- ♦ Re-launched failed products using entrepreneurial ideas and intrapreneurial tactical strategies.
- ♦ Set sales records for integrated technology solutions sale launches.

### National Sales & Corporate Education Manager – USA

(1999-2002)

Ikon Office Solutions - Norcross, GA

- ♦ Training manager for Fortune 500, 49th ranked corporate training organization serving over 11,000 employees, for online and instructor-led training.
- ♦ SME and writer for CompTIA's Certified Document Imaging Architect+ (CDIA+), industry certification.
- ♦ Authored a ten-day value-based strategic sales course designed for corporate cultural transformation to a value-based sales organization and an intrapreneurial customer-centric focus. Trained, and certified over 1600 sales representatives, managers, and system analysts.
- ♦ Developed sales and system analyst certification and training programs for graphics and media storage servers, OPI servers, Adobe Creative Suite, and publishing manufacturing software.

### Founder/President

(1984-1999)

Christian Brothers Contracting, Inc. - St. Louis, MO

- ♦ Responsible for sales and operations, a team of twelve employees, P & L.

## PUBLIC SPEAKING AND PRESENTATIONS

- ♦ Florida Association of Property Appraisers, Leading Generationally Diverse Teams, (2022)
- ♦ Inter-Generational Leadership Skills, Florida State University: Jim Moran Institute for Global Entrepreneurship First Annual SE Florida Chapter Alumni Conference, (2022).
- ♦ FourSight™ Mindset Reveal, St. Petersburg College Staff Development Training, (2022)



# GREGORY A. BUSCHMAN, MSMKT, MSIS, Ph.D.

Palm Harbor, Florida 34684 • He/Him/His

Professional Website [www.gregbuschman.com](http://www.gregbuschman.com) • Personal Website [www.gregbuschman.us](http://www.gregbuschman.us)  
[gregory.buschman@gmail.com](mailto:gregory.buschman@gmail.com) • 727-742-5045 • [www.linkedin.com/in/gregbuschman](http://www.linkedin.com/in/gregbuschman)

---

- ◆ Inter-Generational Communication, Leadership Maturity, and the FourSight™ Creative Model, Florida Association of Special Districts Leadership Conference, Destin, FL (2021)
- ◆ Inter-Generational Leadership Skills, Florida State University: Jim Moran Institute for Global Entrepreneurship 10<sup>th</sup> Anniversary Small Business Conference, Orlando, FL (2021)
- ◆ Inter-Generational Teams, FL Assoc. of Special Districts Leadership Conf., Palm Coast, FL (2021)
- ◆ Conflict Resolution & Organizational Communication, Florida Association of Special Districts (2020)
- ◆ Continuous Improvement, Graphics of the Americas Expo & Conference, Ft. Lauderdale, FL (2018)
- ◆ Building Brand Equity, Graphics of the Americas Expo & Conference, Ft. Lauderdale, FL (2018)
- ◆ Continuous Improvement for Print Manufacturing, G7 Summit, Print '17, Chicago, IL (2017)
- ◆ Brand Management, G7 Expert Panel, Print '17, Chicago, IL (2017)
- ◆ Continuous Improvement for Professional Services, KM International, Tokyo, Japan (2015)
- ◆ Database Marketing, Texas Association of College and University Printers, Ft. Worth, TX, (2011)
- ◆ Personalized Marketing, World Expo, Las Vegas, NV, (2010)

## **AUTHOR AND COPYWRITING**

- ◆ "I Think, You Think, We All Think Differently: Leadership Skills for Millennials and Gen Z", Strategic Leadership and Organizational Development (Jan 2020)
- ◆ Unresolved Conflict: The Silent Assassin, FASD (May 2020)
- ◆ Winning the Hearts of Millennials through Sustainable Leadership, BPO Media, (2018)
- ◆ Good Leaders and the Golden Rule, BPO Media (2018)
- ◆ How to Identify Potential Leaders, BPO Media (2018)
- ◆ Mentoring the New Wave of Leaders, BPO Media, 2018
- ◆ The Generational Shift and Retirement Tsunami Facing American Leaders, BPO Media, 2017
- ◆ Derailing Brand Colors & Graphic Design, Bridging the Great Divide, BPO Media, 2017
- ◆ Leadership: Management is Not Enough, ImageSource, 2014
- ◆ Finding Revenue Sources Through Micro Sales Channels, ImageSource, 2014

## **AFFILIATIONS**

- ◆ ANSI & ISO Global Standards Board Subcommittee Member (pro bono) - (2017-2019)
- ◆ Phi Kappa Phi, National Honor Society
- ◆ Beta Gamma Sigma, International Business Honor Society
- ◆ Tau Kappa Epsilon, Social Fraternity
- ◆ Six Sigma Society of Professionals

## **VOLUNTEER ACTIVITIES AND COMMUNITY SERVICE**

- ◆ Pack-a-Sack Food for Underserved/Under-represented Children
- ◆ First responder community service activities and volunteer
- ◆ Missions and Leadership Training to Dominican Republic, Ecuador, and Colombia
- ◆ Life Group Leader and Coach

*References Upon Request*

Facebook Professional Page: <https://www.facebook.com/StrategicLeadershipDevelopment>

Facebook Personal Page: <https://www.facebook.com/gbuschman1>

Instagram Handle: [gbuschman1](#)

Twitter Handle: [gbuschman1](#)

---

**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 [Boards, Councils & Committees - Applicants - Pinellas County](#).

**Prefix**

---

Heather

First Name

A

Middle Initial

Vernillo

Last Name

heathervernillo@gmail.com

Email Address

4978 West Breeze Circle

Street Address

Suite or Apt

Palm Harbor

City

FL

State

34683

Postal Code

Mobile: (732) 259-2924

Primary Phone

Alternate Phone

VERNILLO HEALTH AND  
WELLNESS

Employer

Owner

Job Title

---

**Occupation**

---

APRN

**Which Boards would you like to apply for?**

---

Parks and Conservation Resources Advisory Board: Submitted

**To which Commissioner are you applying?**

---

☒ Pat Gerard (At Large District 2)

---

**Are you currently a Pinellas County resident?**

---

☒ Yes ☐ No**If you are a Pinellas County resident, for how long?**

---

12 years

Heather A Vernillo

**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.**

---

Forward Pinellas- Bicycle and Pedestrian Safety Council

**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.**

---

**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.**

---

[Pinellas County Boards and Commissions Standards of Conduct for Citizen Appointees](#)

---

**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.**

I am an active volunteer with local wildlife rescue agencies. Maintaining balance of green space, wildlife habitat and area for human consumption is important to me. I have children that I want to help maintain a safe and beautiful Pinellas County for.

Upload a Resume

**Demographics**

**Ethnicity**

☒ Caucasian/Non-Hispanic

**Gender**

☒ Female

05/22/1980  
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:**

**By clicking on "I Agree," below, I affirm that the information above is true and correct, and that I have read and agree to be bound by the Pinellas County Standards of Conduct for Board Appointees. I further understand and agree to the responsibilities and commitment of time associated with an appointment to a Pinellas County board, council, or committee.**

☒ I Agree \*

All material submitted to Pinellas County is subject to the public records law of the State of Florida including Chapter 119, Florida Statutes.

Persons with disabilities needing reasonable accommodations to apply for an appointment to a Pinellas County Board may contact the Pinellas County Office of Human Rights at accommodations@pinellascounty.org, or by phone at (727) 464-4882 to discuss.

**HEATHER AYNNE VERNILLO, FNP-BC**

4978 Westbreeze Circle, Palm Harbor, FL 34683

732-259-2924

heathervernillo@gmail.com

---

**PROFESSIONAL SUMMARY**

---

**ARNP/Registered Nurse**

- Highly skilled Registered Nurse with 24 years of experience in community, hospital and academic settings.
- 2016 graduate of Family Nurse Practitioner program. Certified by ANCC.
- Current student in a PMHNP program. Estimated graduation date of May 2023.
- Knowledge of electronic medical record and charting. Proficient in use of Cerner, Practice Fusion and Athena platforms.
- Excellent time management and problem-solving skills.
- Serve as a resource nurse to my colleagues.
- Work well independently with minimal supervision
- Knowledge of aesthetics, dermatology, mental health and wellness modalities

---

**CREDENTIALS**

---

- Florida State Advanced Practice Registered Nurse APRN9330256
- ANCC certification for Family Nurse Practitioner
- Basic Life Support and CPR certified
- Aesthetic NP education
- Regenerative Medicine education
- Training in AUD/OD services with DEA X-Waiver
- Completion of 480 PMHNP Clinical Hours

---

**EXPERIENCE**

---

**Level 2 NICU**7/2005-  
10/2011*Raritan Bay Medical Center, Perth Amboy, NJ*

- Managed care of acutely ill newborns
- Attended all high risk deliveries

**Staff Nurse, Mobile Pool, Maternal-Child Health**10/2011-  
01/2013*BayCare Health System, Clearwater, FL*

- Covered the staffing needs of Morton Plant, Mease Countryside and St. Joseph's Hospital
- Cross trained to Level 3, Level 2 and Well Baby Nursery, as well as Postpartum Units

**Adjunct Faculty ADN Nursing Program, Pediatrics**08/2012-  
06/2014*Ultimate Medical Academy, Tampa, FL*

- Created the curriculum for the Maternal Child and Pediatric courses for ADN program
- Served as simulation lab instructor

**Staff Nurse, The Women's Center**7/2013-  
08/2015*Florida Hospital North Pinellas, Tarpon Springs, FL*

- Level 1 NICU nurse and covered postpartum units

**Student Services, School Health Services**08/2014 –  
05/2017*Pinellas County Schools Largo, FL*

- Responsible for the care of students with complex medical needs
- Assigned to multiple schools
- Maintained vaccine compliance

**Cosmetic/Integrative Medicine APRN**

*Vernillo Health & Wellness, LLC Palm Harbor, FL*

07/2016 -  
Present

- Hormone Management
- Age Management Medicine
- Advanced skincare modalities & IV Therapy

**Joint Injection/Regenerative Medicine APRN**

*Tarpon Total Healthcare Tarpon Springs, FL*

01/2018 –  
06/2019

- Launched the regen med program at the facility
- Initiated safety and wellness protocols of the program
- Perform joint injections utilizing Stem Cell and PRP Protocols

**Joint Injection/Regenerative Medicine APRN**

*Berven Chiropractic/Thrive Integrative Wellness Tampa, FL*

06/2019 –  
03/2020

- Launched the regen med program at the facility
- Initiated safety and wellness protocols of the program
- Perform joint injections utilizing Stem Cell and PRP Protocols.

**St. Petersburg College**

*Pinellas Park, FL*

03/2021 -  
Present

- Clinical nursing faculty for first year students
- Assist with clinical skills lab and hospital clinical rotations

**Veteran Affairs Disability Claim Reviewer APRN**

*FastPsych Phoenix, AZ*

05/2021 –  
08/2022

- Facilitate 3<sup>rd</sup> party review of military disability claims
- Perform focused exams as required on VBA forms

**Mental Health Prescriber**

*Cerebral Healthcare*

04/2022 –  
present

- Telehealth mental health visits
- Tx of Anxiety, Depression, AUD/ODD

---

**EDUCATION**

---

<b>Diploma in Nursing</b> <i>Charles E. Gregory School of Nursing</i> <i>Perth Amboy, NJ</i>	2005
<b>Bachelors of Science in Nursing (BSN)</b> <i>Felician College</i> <i>Lodi, NJ</i>	2008
<b>Masters of Science in Nursing- FNP Track</b> <i>Kaplan University/Purdue Global</i> <i>Ft. Lauderdale, FL</i>	2016
<b>Post-Masters PMHNP (still attending)</b> <i>Regis College</i> <i>Boston, Mass</i>	2020

---

**AFFILIATIONS**

---

<b>AWHONN</b>	2005-2016
<b>Member Sigma Theta Tau</b>	2010-Current
<b>American Association of Nurse Practitioners</b>	2015- Current
<b>Dermatology Nurse Practitioners Association</b>	2017- Current

---



---

**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](http://www.pinellascounty.org/boards/applicants.htm).

**Prefix**

---

Ms.

---

Deborah

First Name

---

J

Middle Initial

---

White

Last Name

---

debbiewhite1215@gmail.com

Email Address

---

502 Georgetown Pl

Street Address

---

Suite or Apt

---

SAFETY HARBOR

City

---

FL

State

---

34695

Postal Code

---

Mobile: (727) 433-5144

Primary Phone

---

Alternate Phone

---

N/A

Employer

---

Job Title

---

**Occupation**

---

Community Volunteer

---

**Which Boards would you like to apply for?**

---

Board of Adjustment and Appeals: Submitted

---

**To which Commissioner are you applying?**

---

☒ Pat Gerard (At Large District 2)

---

**Are you currently a Pinellas County resident?**

---

☒ Yes ☐ No

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

39 years

**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.**

Board of Adjustment, appointed

**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.**

**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.

---

[Pinellas County Boards and Commissions Standards of Conduct for Citizen Appointees](#)

---

## 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.

Will email my resume, am unable to upload it

Upload a Resume

Demographics

Ethnicity

☒ Caucasian/Non-Hispanic

Gender

☒ Female

12/15/1954

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:

By clicking on "I Agree," below, I affirm that the information above is true and correct, and that I have read and agree to be bound by the Pinellas County Standards of Conduct for Board Appointees. I further understand and agree to the responsibilities and commitment of time associated with an appointment to a Pinellas County board, council, or committee.

☒ I Agree \*

All material submitted to Pinellas County is subject to the public records law of the State of Florida including Chapter 119, Florida Statutes.

Persons with disabilities needing reasonable accommodations to apply for an appointment to a Pinellas County Board may contact the Pinellas County Office of Human Rights at accommodations@pinellascounty.org, or by phone at (727) 464-4882 to discuss.