

ADAM HASNER

Boca Raton, Florida

VISION STATEMENT

As the son of two educators, a product of the Palm Beach County public school system, and with degrees from state universities, I understand and believe in the promise and value of higher education. With an unrivaled 20-year track record of being invested in Florida Atlantic's success, and as a long-standing member of the local community, I am uniquely positioned to lead the University as its eighth president.

Combining my distinctive skills and energetic approach, we will build an outstanding leadership team and work collaboratively to: leverage our geographically advantageous location, abundant with talent and resources, for the benefit of students, faculty, staff, and the broader Florida Atlantic community; advance the University's mission through policymaker and stakeholder engagement to increase state appropriations and philanthropic donations, as well as further enhance investments in innovative research targeting areas of strategic emphasis; align institutional priorities with the key metrics established by the Florida Board of Governors while recruiting and retaining talented faculty and staff to improve access to high-quality classroom instruction and experiential learning opportunities that prepare all students for life and career success; and provide thoughtful leadership that articulates, advocates, and advances the Board of Trustees' strategic vision while better integrating the University into the region's success and elevating its profile within the state system and nationally.

As we accelerate the pace of our ascent at Florida Atlantic, I am passionate about building upon all of the University's accomplishments over the past 60 years and creating a thriving environment that prioritizes student achievement, generates meaningful research, and, most importantly, changes lives.

PERSONAL OVERVIEW

Upon graduating from law school, I embarked on a professional career that blends 30 years of private-sector business experience with a decade of leadership in the public service arena.

With an extensive background in law, business, and politics, I possess a solid track record of developing and executing strategies to achieve organizational objectives and solving complex matters that require adapting to rapidly changing conditions while fostering a culture of teamwork and communication amongst diverse stakeholders.

Throughout each of my different career roles, I have consistently demonstrated the capacity for learning new skills and advancing my personal growth. I have demonstrated strong executive leadership in the areas of business development, mergers and acquisitions, marketing and communications, and public policy advocacy spanning major regulated industry sectors including health care, insurance, energy, environment, financial services, and public-private partnerships.

My professional health care experience includes working for payers and providers with an emphasis on physician practice management and hospital network integration. Additionally, I have served on the Board of Trustees of our local hospital for two decades and possess significant governance experience as a board member with for-profit, non-profit, and government-funded entities.

Pairing my proven track record in fundraising and strategic communications with extensive real-world experience in public policy, regulatory compliance, fiscal management, and legal affairs, I am an energetic and resilient leader prepared to tackle the dynamic challenges of a competitive and demanding environment.

I am a results-oriented servant leader with a strong focus on inspiring collaboration and building strong teams to achieve goals. I take pride in leading by example while empowering individuals to realize their full potential by fostering an environment of trust, open communication, and transparency.

As both a public servant and private citizen, I have always been passionate about promoting Florida's innovation economy through science, research, and technology strengthened by a platform with local access to capital and talent. I am proud of my leadership role in Florida at the forefront of major public policy initiatives that advanced biomedical research and innovative technologies in the state.

Having been drawn to public service at an early age, it was an honor to represent the coastal communities of Palm Beach and Broward counties in the Florida House of Representatives for eight years and serve as House Majority Leader for two consecutive terms. During my tenure, I championed Florida Atlantic's legislative agenda and successfully secured tens of millions of dollars in state appropriations for significant initiatives to support the University community.

In 2007, I was honored to receive the President's Talon Award in recognition of my outstanding service on behalf of Florida Atlantic. Among the many impactful accomplishments during my legislative career, my unwavering commitment to the establishment of the independent College of Medicine at Florida Atlantic University was by far the most transformative for our community and for improving access to quality health care.

Raised in Palm Beach County, I have a long history of being deeply connected to our local community, and throughout my career, I have developed and maintained a network of robust personal, professional, and policymaker relationships throughout Florida, across the country, and in Washington, D.C.

My wife, Jillian, and I have been married for 18 years. A passionate education advocate and highly accomplished non-profit executive, she is currently the CEO of Take Stock in Children, Florida's leading mentoring and college scholarship organization for low-income and at-risk students that is dedicated to the mission of ending poverty through education. Together, we remain relentlessly committed to making an impact to improve the lives of others nationally, statewide, and, above all, locally.



KEY ACCOMPLISHMENTS FURTHERING THE FLORIDA ATLANTIC MISSION

2015: Appointed, and continues to serve on the Dean's Advisory Board for the Florida Atlantic College of Business, and on several occasions was invited as a guest lecturer for business school classes and executive education.

2010: Championed a multi-year effort, beginning in 2007, to secure the funding, statutory authority, and Board of Governors approval establishing the independent four-year Florida Atlantic University College of Medicine at the Boca Raton campus that produces 64 physicians annually and continues to transform health care delivery in the region.

2010: Sponsored HB 1581 authorizing a Doctor of Medicine degree program at Florida Atlantic.

2010: Participated as a welcoming speaker at the inauguration ceremony for Dr. Mary Jane Saunders, Florida Atlantic University's sixth president.

2008: Secured \$8.75 million for the Florida Atlantic University Ocean Energy Center and included Florida Atlantic in the Florida Energy Systems Consortium to promote energy research collaboration amongst state universities.

2008: Advocated successfully for \$43 million in construction funds for the Florida Atlantic University College of Engineering building, the first-ever state-funded higher education LEED platinum-certified building.

2007: Honored with the President's Talon Award recognizing outstanding service on behalf of Florida Atlantic.

2007: Sponsored HR 9003 recognizing the accomplishments of Florida Atlantic and the contributions of the University to medical education and biomedical research.

2006: Co-sponsored The 21st Century Technology Research and Scholarship legislation (HB 1237) creating Centers of Excellence that led to the formation and initial \$5 million of funding for the Florida Atlantic University Center of Excellence in Ocean Energy.

2006: Named Florida-Israel Institute Legislator of the Year for securing funding to reestablish the institute at Florida Atlantic to promote the development of enhanced governmental, economic, technological, cultural and social ties between Florida and Israel.

2006: Secured funding for the Disaster and Emergency Training Center at Florida Atlantic (now the Clinical Skills Simulation Center) which applies sophisticated simulation and technologies to educate medical students, residents, registered nurses, first responders, certified nursing assistants, home health aides and community health care providers.

2005: Sponsored HR 9009 congratulating Florida Atlantic on the occasion of its 40th Anniversary.

2005: Co-sponsored HB 855 creating the Autism Center at Florida Atlantic University (CARD) that provided for the consistency in service delivery and non-residential resource and training services for persons of all ages and all levels of intellectual functioning.

PROFESSIONAL EXPERIENCE

EXECUTIVE VICE-PRESIDENT PUBLIC POLICY

THE GEO GROUP

2016–CURRENT

- Recruited to enhance the company's public policy advocacy, outreach, and education efforts for federal and state government relations.
- Managed a multi-million dollar advocacy and strategic communications budget that included directly overseeing a team of more than 60 external consultants representing the company's interests in Washington, D.C., and state capitals across the country.
- Worked effectively with subject matter experts across multiple corporate divisions and coordinated with the company's leadership to translate operational and financial challenges into successful campaigns for achieving organizational objectives.
- Initiated efforts to create the company's strategic communications and messaging campaigns to better educate policymakers and more effectively advocate by telling the company's story to refute disinformation and rebut opposition.
- Developed and implemented effective strategies to adapt to rapidly changing political environments and achieved the company's public policy objectives utilizing multiple platforms including targeted educational and outreach programs that were aligned with traditional advocacy initiatives.

CHIEF MARKETING & COMMUNICATIONS OFFICER

PEOPLE'S TRUST INSURANCE

2013–2016

- Joined the company in 2013 as Vice President of Corporate Development and was responsible for leading several key strategic initiatives, including the relocation of the company's headquarters to the Research Park at Florida Atlantic University in Deerfield Beach.
- Named Chief Marketing and Communications Officer in 2014, and under reconstituted ownership, the company emerged as one of Florida's top 10 homeowner's insurance companies, with more than \$300 million in revenues and 150,000 policyholders across Florida.
- Served as a member of the company's executive leadership team with five direct reports and was responsible for the supervision of more than 60 employees across multiple departments, including customer service, quality assurance, and corporate training.
- Involved in key organizational decisions relating to sales and marketing, risk analysis and financial reporting, as well as legal matters and regulatory compliance.

- Directed the company's distinct direct-to-customer marketing initiatives, which were centered on data-driven advertising campaigns that maximized return on investment by targeting consumers through multiple channels and platforms.
- Led the effort to enhance independent agency sales, as well as managed the company's community engagement, media relations, external communications, and corporate development initiatives.
- Charged with leading the crisis management and communications initiatives before, during, and after storm events.
- Championed the creative efforts, including the development of a functional e-commerce website and related collateral materials, to rebrand and reposition the company emphasizing its unique approach to providing Floridians with affordable homeowner's insurance coverage.

PRESIDENT

DYNAMIC VALUE, INC. - STRATEGIC CONSULTING

2003–2013

- Founded the boutique strategic advisory firm to assist multiple health care companies with legal and business counsel in the corporate development process, including physician practice acquisitions and divestitures, complex licensing arrangements, and regulatory compliance.
- Expanded focus to include emerging businesses in additional industry sectors, including but not limited to, renewable energy financing, environmental water technology, and financial services.

MEMBER / MAJORITY LEADER

THE FLORIDA HOUSE OF REPRESENTATIVES

2002–2010

- Elected to serve the coastal communities of southern Palm Beach County and northern Broward County in the Florida House of Representatives in 2002 and re-elected to serve four consecutive terms in the Legislature.
- Selected as House Majority Leader in 2007, a position held for two terms until being term-limited from office in 2010, leading the 76-member caucus and serving on the front lines of developing and executing the House's legislative policy agenda, as well as creating the internal and external communications strategy and messaging.
- Recognized consistently as a leading voice for innovative economic development initiatives and job creation through the advancement of science, research and technology, including but not limited to the promotion of biomedical research, health care transformation, transportation electrification, ocean energy, solar power, and desalination technologies.
- In 2008, became the first candidate in state House history to raise \$1 million.

FLORIDA DIRECTOR OF DEVELOPMENT & ACQUISITIONS

HCA HEALTHCARE

1997–2002

- Recruited to join Columbia/HCA Physician Services – ultimately serving as Florida Director of Corporate Development and Acquisitions; Responsibilities included coordinating legal, business, financial and compliance matters for physician practice acquisitions/divestitures, joint ventures, and medical practice start-ups.
- Negotiated and successfully closed dozens of transactions totaling more than \$50 million.
- Specialized in leading the deal flow process from end to end, including target identification, business development, relationship management, financial analysis, contract negotiations, due diligence, and post-merger integration.
- Conducted reviews of contracts, leases, agreements, and financial statements, as well as coordinated operational transitional challenges, such as human resource matters, real estate issues, and technology/systems integration.
- Analyzed independently conducted discounted cash flow business valuations and business financial statements to determine risk/return relationship and evaluated financial impact scenarios to facilitate capital investment decisions from senior management.

REGIONAL MARKETING MANAGER

PCA HEALTH PLANS OF FLORIDA

1995–1997

- Worked initially in commercial sales and marketing with PCA Health Plans, then a leading Miami-based managed care insurance company.
- Promoted subsequently from Account Executive to Regional Marketing Manager and led a seven-member sales team and directed department operations.
- Responsible for establishing and executing strategies to maximize membership growth and increase market share, including, but not limited to, motivating and assisting the sales team to attain goals, promoting consensus among various internal departments (e.g., provider relations, customer service, underwriting), building relationships and networking with outside organizations and associations, and conducting consultative sales presentations with independent insurance agents and human resources professionals of prospective clients.

Amassed a diverse and distinguished list of legislative accomplishments while serving in the Florida House of Representatives from 2002-2010

- Championed a multi-year advocacy effort, including the critical legislative appropriations in excess of \$13 million, to establish the independent four-year medical school at Florida Atlantic University Boca Raton Campus (HB 1581; 2010).
- Sponsored Florida's landmark initiative investing \$120 million in biomedical research with an emphasis on expanding cancer research through peer-reviewed competitive grants for scientific investigators, institutions, and clinical trials (HB 1027; 2006).
- Engaged on the front lines with then-Florida Governor Jeb Bush in helping to establish Florida's life sciences industry with the creation of the Florida campus of the Scripps Research Institute in Palm Beach County (HB 1E; 2003).
- Authored the country's strongest anti-hazing legislation to combat the insidious hazing activities that persist on college campuses across the state (HB 193; 2005).
- Passed first-of-its-kind legislation to provide incentives for purchasing hybrid vehicles (HB 1455; 2003).
- Sponsored legislation to promote conservation and development of solar and alternative fuel technologies (HB 1473; 2006).
- Sponsored groundbreaking legislation to advance the adoption of electric vehicles and transportation electrification infrastructure (HB 879; 2009).
- Introduced Florida's Property Assessed Clean Energy (PACE) financing law to affordably expand the use of renewable energy solutions for residential and commercial property (HB 7179; 2010).
- Sponsored the Protecting Florida's Investments Act, making Florida the first state in the nation to pass a law mandating that the state pension board divest all state employee retirement fund investments from companies that do business with Iran (HB 703; 2007).

EDUCATION ACHIEVEMENTS

J.D., FLORIDA

STATE UNIVERSITY COLLEGE OF LAW

1993-1995

Member of Phi Delta Phi Legal Honor Fraternity. Admitted to The Florida Bar in 1995 and remains a member in good standing.

NOVA

SOUTHEASTERN SCHOOL OF LAW

1992-1993

Top 10% of first year class; awarded "Best Brief" in Legal Research and Writing Class.

B.A., UNIVERSITY OF MARYLAND, COLLEGE PARK

1987-1991

Received a degree in Government and Politics, with a minor in Communications; initiated as a member of Omicron Delta Kappa Leadership Honor Society.

COMMUNITY ENGAGEMENT

BOARD OF TRUSTEES

BOCA RATON REGIONAL HOSPITAL / BAPTIST HEALTH 2006–CURRENT

Engage in the oversight of the hospital's performance, strategic planning and commitment to quality patient care. Actively participated in the selection process and merger with Baptist Health South Florida. Currently serve as a member of the Finance Committee responsible for monitoring the organization's financial performance and budgeting.

DEAN'S ADVISORY BOARD

FLORIDA ATLANTIC COLLEGE OF BUSINESS 2015–CURRENT

Provide community support and strategic counsel to the Dean. On several occasions, I have been a guest lecturer in the college's business courses and the Executive MBA program on the topic of the intersection of public policy and innovation and how the tactics of political campaigns are integral to running a business.

BOARD OF DIRECTORS

PEOPLE'S TRUST INSURANCE COMPANY 2016–CURRENT

Serve as the Board's lead independent director and Chairman of the Audit Committee responsible for financial and operational oversight of the company's management and ensuring regulatory compliance with state-mandated reporting requirements.

BOARD OF ADVISORS

GOGIG JOBS, INC. 2021-CURRENT

Provide strategic counsel to Founder/CEO of a venture capital backed B2B SaaS platform empowering job seekers to maintain anonymity while exploring new career opportunities and using AI-based automation to help companies hire more effectively and build passive talent pipelines without relying on external networks. The company was the winner of Florida Atlantic Tech Runway's Venture Class 7.

WPBF-25 ABC AFFILIATE ON-AIR CONTRIBUTOR

WEST PALM BEACH / TREASURE COAST MARKET

2014–CURRENT

Provide exclusive on-air commentary and analysis on news and current events.

CHAIRMAN OF THE BOARD

EARLY LEARNING COALITION OF PALM BEACH COUNTY

2013–2016

Appointed by former Florida Governor Rick Scott to serve as chairman of the Palm Beach County Early Learning Coalition, a nonprofit organization with a nearly \$100 million budget dedicated to ensuring high-quality early care and education for more than 30,000 local children and their families.

VISITING INSTRUCTOR

LYNN UNIVERSITY

JANUARY TERM 2010

Independently taught a J-term class, "Popcorn and Politics," to approximately 25 students utilizing feature motion pictures and accomplished guest lecturers to provide a strategic understanding of how political campaigns operate.

HONORS & RECOGNITIONS

2013-2024: United States Naval Academy Applicant Interview Committee for U.S. Senator Marco Rubio

2021: Noble Philanthropist, Boca Raton Regional Hospital Philanthropy Guild

2020: Featured in INFLUENCE Magazine's "INFLUENCE 100" as one of the most influential people in Florida Politics

2013: Epilepsy Foundation of Florida, Advocacy Champion of the Year

2010: Hazing Prevention Network's Hank Nuwer Anti-Hazing Hero Award

2009: Everglades Trust, Legislator of the Year

2006: Tapped as an honorary member of Blue Key at the University of Florida

2006: Florida Solar Energy Industries Association, Legislative Appreciation Award

2005 & 2006: American Cancer Society Legislator of the Year

2005: Selected to participate in the American Swiss Foundation's Young Leaders Annual Conference in Switzerland

2005: Florida Student Association, Distinguished Service Award

2004: Florida League of Cities, Legislative Appreciation Award

2003: Florida LifeCare Residents Association (FLiCRA), Legislator of Year

1993-1994: Florida House Legislative Internship Program, Committee on Agriculture

1990: LBJ Congressional Intern, U.S. Representative Tom Lewis

UNIVERSITY PRESENTATIONS

2024: Guest Lecturer, "The Business of Political Campaigns," Campaigns & Elections course at Purdue University College of Liberal Arts

2014: Guest Lecturer, "The Intersection of Public Policy and Innovation," Intellectual Property course at Florida Atlantic's College of Business (April and November)

2014: Presenter, "The Nexus of Business and Public Policy," Florida Atlantic's College of Business, Executive Education

2013: Guest Lecturer for American Politics course in the Department of Social Sciences at the United States Military Academy in West Point

2008: Guest Lecturer, American Government Course, Wilkes Honors College, Florida Atlantic University, Jupiter Campus