

September 25, 2020

The Honorable Ron DeSantis
Governor, State of Florida
The Capitol
400 South Monroe Street
Tallahassee, Florida 32399

RE: Executive Director, Florida Department of Veterans' Affairs

Dear Governor DeSantis

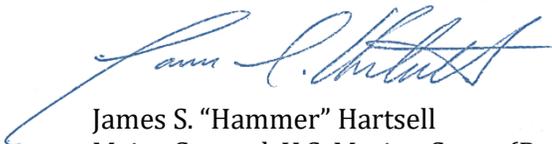
As a dedicated professional with leadership proficiency and extensive experience as the Deputy Executive Director of the Florida Department of Veterans' Affairs (FDVA), I have a profound interest in being appointed as Executive Director of FDVA. It would be such an honor to serve You, the Florida Cabinet, my Home State, and our amazing Florida Veterans and their families. I believe that my professional background and lifelong passion for serving both our State and our Nation's veterans make me the ideal candidate to fill this position. Additionally, per FDVA policy, I have been privileged to fulfill the duties of the executive director for the past four months since our former Executive Director Danny Burgess left to pursue a Florida Senate seat.

As you know, I thrive in high-pressure fast-paced situations and have always strived for positive results by applying my leadership and organizational abilities at the Local, State, and National level. I possess expertise in Health Care Administration for maximizing performance and inspiring colleagues. I am able to visualize success and identify highly effective strategies for achieving it.

I have skillfully balanced organizational objectives, productive relationships and strategies, as well as recommended ways in which to achieve and maintain excellence in the Department's constitutionally mandated mission. My communication and decision-making talents have supported my professional growth for more than 38 years in both military and private endeavors. If appointed to be FDVA's Executive Director, it will be a highlight of my lifelong career of service!

Governor, please find my enclosed resume for your review and consideration, and I sincerely look forward to connecting with you to discuss the next step in this selection process.

Very Respectfully,



James S. "Hammer" Hartsell
Major General, U.S. Marine Corps (Ret)
Deputy Executive Director - Florida Department of Veterans Affairs

James Scott Hartsell

SUMMARY OF QUALIFICATIONS

Outcomes oriented executive adept at leading and energizing service-focused organizations to achieve their mission and vision. Persuasive communication skills. Extensive experience at the operational and strategic level in project management. Proven success in facilitating collaboration between key stakeholders in the healthcare industry, and with local community, State, US National, and International Government leaders. Proven record of building and motivating teams at Tactical, Operational, Strategic levels to consistently achieve challenging goals. Demonstrated strength in servant leadership.

PROFESSIONAL EXPERIENCE

FLORIDA DEPARTMENT OF VETERANS AFFAIRS, Largo, FL

2019 – PRESENT

A Cabinet Agency reporting to the Governor charged with being the premier point of entry for Florida's 1.5 Million veterans to access earned services, benefits, and support. FDVA accomplishes this by helping Veterans and their families improve their health and economic well-being through quality benefit information, advocacy, education, and long-term health services.

DEPUTY EXECUTIVE DIRECTOR (April 2019 – Present)

Executive position in FDVA responsible for staff coordination, mediation, policy-making, management, and policy affecting issues on behalf of the Executive Director in all program and administrative areas of the agency. Responsible for establishing and directing the overall programs and strategies of the agency in order to achieve its mission, objectives, and goals while maintain high customer satisfaction. Provides operational and strategic decision support through data gathering and information analyzing. Provides direct liaison and collaboration with local community, State, and National level organizations and entities.

PASCO SHERIFF'S OFFICE, PASCO COUNTY FL

2018 – 2019

Nationally recognized innovative law enforcement agency responsible for Pasco County, Florida serving as a full service law enforcement and detention agency for the over 525,000 citizens of Pasco County, Florida.

DIRECTOR – FUTURE OPERATIONS DIVISION (June 2018 – March 2019)

Provided comprehensive assessments and recommendations to improve department efficiencies by focusing on strategic planning, forward thinking, and innovative ideas. Tracked the future development of Pasco County and the impact this will have on law enforcement and its capacity to meet the needs of our growing county. Conducted strategic analysis and identified areas for operational improvements. Prepared strategic action plans and assisted operations and management personnel in planning the deployment of resources for added efficiency and effectiveness. Developed new agency Leadership Development Academy. Created new Mental Health Response unit and created a Design Thinking group.

DANIEL K. INOYUE ASIA PACIFIC CENTER FOR SECURITY STUDIES, Honolulu, HI **2016 – 2018**
Department of Defense academic institute addressing regional and global security issues through executive education, professional exchanges and outreach events in Hawaii and throughout Indo-Asia-Pacific region.

DIRECTOR - DKI APCSS (Nov 2016 – Feb 2018)

Worked under authority and direction of Under Secretary of Defense for Policy and Assistant Secretary of Defense for Asian & Pacific Security Affairs. Exercised direction and control of all the Center's assigned resources and personnel. Established policy objectives and exercised full autonomy in formulating plans, programs, and major initiatives. Duties included; Program Planning, Program Direction, Resource Management, Personnel Management and EEO, Organizational Representation / Liaison, Policy Interpretation & Implementation, and Professional and Technical Leadership. Personally engaged senior level US and Foreign Military and Civilian government delegations. Represented OSD Policy and Mission Partner US Pacific Command during Courses, Workshops, Dialogues, and Seminars at the Center in Hawaii, in Washington DC, and abroad in Indo-Pacific theater.

MICRODERMIS CORPORATION, Princeton, NJ **2015 – 2016**

Life sciences company with business focuses on development of novel over-the-counter products that combine known proven active ingredients with its unique Amidermal® delivery system. Platform product is Provodine®, a groundbreaking infection-control product.

Chief Operations Officer (2016)

Chief Marketing Officer (2015)

HEALTH MANAGEMENT ASSOCIATES, Naples, FL **2007 – 2014**

One of the nation's leading operators of general acute care hospitals providing services to 71 hospitals for an approximate 11,000 licensed beds throughout 15 states.

FLORIDA GROUP, Director of Operations (2012 - 2014)

Provide operational direction, liaison, and support for the 22 Acute Care Hospitals, 10 Surgery Centers, and numerous Free Standing Clinics and Diagnostic Imaging Centers in the Florida Group. Focused on system wide implementation of clinical and companywide policy activities, newly acquired hospital integration into company system, and organizational alignment.

BROOKSVILLE REGIONAL HOSPITAL, Brooksville, FL

Chief Operating Officer (2009 - 2012)

Provided leadership, direction, and administration for a 120 bed acute care facility, multiple hospital departments, two free standing Surgery Centers, Sleep Lab, and offsite Lab & Diagnostic Imaging clinic.

SPRING HILL REGIONAL HOSPITAL, Spring Hill FL

Associate Administrator (2007 - 2009)

Provided leadership, direction, and administration of operations for a 124 bed acute care facility to ensure compliance with established objectives and the realization of quality, economical health care services.

SMITH & NEPHEW ORTHOPAEDICS, Memphis, TN

1994 – 2007

Global provider of leading-edge joint replacement implants specializing in hips, knees, shoulders, and trauma devices. Distributed in 33 countries with more than \$1.3 billion in sales.

Group Director, US Field Marketing Group (2006 - 2007)
Director, North Asia Market (2005)
Senior Product Manager (2000 - 2004)
Product Manager, Knee Systems (1997 - 2000)
Supervisor, Convention Services (1994 - 1997)

UNITED STATES MARINE CORPS

1981 – 2018

Enlisted Reserve Duty (1981-1983)
Officer Active Duty (1983-1994)
Officer Reserve Duty (1994-2018)

- Retired July 2018
- Mobilized in support of Operations Iraqi Freedom and Operation Enduring Freedom (Afghanistan)
- Promoted to Major General in March 2014.
- Commanded 4th Marine Division comprised of 18,000 Marines & Sailors in 37 States
- Mobilization Assistant, J5 Strategy & Policy, and Chief of Staff to the Commander US Pacific Command
- Director of the Daniel K. Inouye Asia Pacific Center for Security Studies
- Top Secret (TS-SCI) Security Clearance

EDUCATION AND PROFESSIONAL DEVELOPMENT

Bachelor of Science, University of South Alabama, 1983

Seminars and Courses completed:

- Center for Creative Leadership's Emerging Leadership Development Course
- Univ. of Virginia Darden School of Business– Strategic Thinking Course
- Center for Creative Leadership's Leadership at the Peak Course
- Numerous Executive level US Strategy, Policy, and Operations focused Courses and Seminars