

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

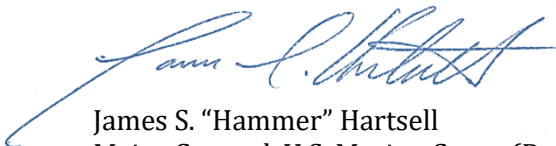
As a dedicated professional with leadership proficiency and extensive experience as the Deputy Executive Director of the Florida Department of Veterans' Affairs (FDVA), I have a profound interest in being appointed as Executive Director of FDVA. It would be such an honor to serve You, the Florida Cabinet, 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 4<sup>th</sup> 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

Major General Hartsell began his Marine Corps career in 1981 as an Enlisted Marine and served with 3rd Force Reconnaissance Company, Mobile AL. Upon graduation from University of South Alabama he was commissioned a 2nd Lieutenant in 1983. After completing The Basic School and Infantry Officer Course he was assigned to 2nd Battalion 3rd Marines in Kaneohe Bay HI where from 1984-1987 he served as a Rifle Platoon Commander, Anti-Armor Platoon Commander, Battalion S-2, Rifle Company & Weapons Company Executive Officer.

From 1987-1990 he served as a Series Commander and Company Commander at MCRD Parris Island SC. In 1989 he was assigned as the OIC of the Parris Island Shooting Team and in 1990 joined the Marine Corps Pistol Team in Quantico VA and earned his Distinguished Pistol Badge. He attended the Amphibious Warfare School in Quantico VA from 1990-91 and then served as a Rifle Company Commander with 1st Battalion 6th Marines in Camp Lejeune NC from 1991-93 and participated in Operation Provide Promise as part of 22 MEU (SOC). In 1993 he was assigned to II MEF Special Operations Training Group Amphibious Raids Branch.

In 1994 he transitioned to the Marine Corps Reserve and joined 3rd Battalion 23d Marines where he served as a Rifle Company Commander and then from 1998-2000 he served as the Battalion's S3A and then Operations Officer. In 2001 he was assigned as the Commanding Officer of 4th Reconnaissance Battalion in San Antonio TX. During this tour he was activated from March - August 2003 in support of Operation Iraqi Freedom 1 taking on the additional role of Battalion Inspector-Instructor.

In 2004 he was mobilized in support of Operation Iraqi Freedom 2 and deployed with 1st Marine Division as the Division's Senior Liaison Officer to I Marine Expeditionary Force in Al-Anbar Iraq. From 2005-2007 he served as a member and then OIC of the 4th Marine Division Forward-West in Camp Pendleton CA. From 2008-2010 he was assigned as the II Marine Expeditionary Force Command Element IMA Chief of Staff in Camp Lejeune NC and during this tour was mobilized in support of Operation Enduring Freedom and deployed to Afghanistan as the 2nd Marine Expeditionary Brigade Senior Liaison Officer to the NATO Regional Command - South.

Upon promotion to Brigadier General in 2010 he was assigned as the Deputy Commanding General, 1<sup>st</sup> Marine Expeditionary Force (Mobilization). He then served as Commanding General of 4th Marine Division from 2012-2014. From 2014-2018 he was assigned as a senior Joint Flag Officer in the US Pacific Command where he served as the Mobilization Assistant to the Commander, as J5 Strategic Planning & Policy Director, as Chief of Staff, and also as the Director of the Asia Pacific Center for Security Studies. In 2018 he retired after 37 years of faithful service to the Marine Corps and our Nation.

Major General Hartsell is a graduate of the Amphibious Warfare School, Marine Corps Command & Staff College, Naval War College & National Defense University Courses, NATO Joint Warfare Course, Darden School of Business Executive Business Strategic Thinking Course, Army War College Land Component Commander Course, Air War College Air Component Commander Course, Joint Flag Officer Warfighter Course, Special Operations Command Special Operations Component Commander Course, Asia Pacific Center for Security Studies Transnational Security Cooperation Course, John F. Kennedy School of Government US-Russia Security Program, Center for Creative Leadership's Leadership at the Peak and National Defense University CAPSTONE.

His awards include the Defense Superior Service Medal, Legion of Merit, Bronze Star, Meritorious Service Medal, Navy & Marine Corps Commendation Medal with gold star, Army Commendation Medal, Combat Action Ribbon with gold star, and the Distinguished Pistol Badge.

Major General Hartsell's 22 year civilian career in the Healthcare Industry included serving in Marketing, Product Management, US & Global Business Development, Hospital Administration, and Healthcare Leadership. Upon retirement from the Corps, he moved back to his home State of Florida and joined the Pasco Sheriff Office where he stood up the Future Operations division, and in April 2019 he assumed his current role as the Deputy Executive Director of the Florida Department of Veterans Affairs.