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Innovation Coast  
<http://www.innovationcoast.com>

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For more information, contact Ione Villegas  
[ivillegas@uwf.edu](mailto:ivillegas@uwf.edu)  
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**Innovation Coast Announces New Executive Director**  
***Local attorney will focus on relationship-building initiatives***

The Board of Directors of Innovation Coast is pleased to announce Tiffany Sullivan is the nonprofit organization's new executive director.

Sullivan will tap into her background as an attorney and community leader to guide her new role. She credits relationship-building as the driving force behind her success.

"I've learned that community initiatives are only as effective as the quality of relationships that you build within the community," Sullivan said. "I look forward to building relationships that will create more growth opportunities for entrepreneurs, as well as technology and knowledge-based companies in the region."

Jim McClellan, chair of the board of directors for Innovation Coast, and director of marketing and communications for AppRiver, said the board is excited to have someone of Sullivan's caliber joining the organization.

"Tiffany's wealth of experience in membership development and fundraising for non-profit organizations, and demonstrated leadership in the community will help Innovation Coast move forward and continue to thrive," McClellan said.

Sullivan, who grew up in Jay, Florida, practiced as a civil and commercial litigator for 14 years. She serves in several leadership roles in the community, including the Santa Rosa County Chamber of Commerce, Escambia/Santa Rosa Bar Association, Leadership Santa Rosa, Pensacola Young Professionals and Boys and Girls Club – Santa Rosa County. She is also a representative of LegalShield, a service that provides legal counsel to members.

When Sullivan assumes her role as executive director on Nov. 1, she will manage day-to-day operations; direct recruitment and membership development of technology and knowledge based companies; and work closely with related organizations to plan fundraising activities and campaigns.

"I see an opportunity for a community growth effort," Sullivan said. "I want to show companies in the region how they can participate in and support the economic growth in our area."

Sullivan will hit the ground running as she oversees the Innovation Awards, the most lucrative business plan competition in Florida. With \$250,000 in cash and other consulting and technical services available, it will provide the community with an influx of net-new investment and economic activity. Former Director Donovan Chau will stay on as an advisor until April when Innovation Coast will host the Innovation Awards.

For more information on the Innovation Awards, visit [awards.innovationcoast.com](http://awards.innovationcoast.com).

**About Innovation Coast:** Innovation Coast is an alliance of technology and knowledge-based companies and institutions of higher learning in Northwest Florida. Its mission is to grow, sustain and showcase the region's successful, vibrant ecosystem of technology companies, professionals and investment opportunities.

**About the Innovation Awards:** Launched by Innovation Coast in 2014, the Innovation Awards is the most lucrative business plan and capital-acceleration opportunity in Florida. The competition was designed to foster economic development and engagement by showcasing the region as a leader in innovation and entrepreneurship, specifically in the areas of technology and knowledge-based companies.

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