

**Item # 48<sub>(11)</sub>**

**ADDITIONAL MATERIAL**  
**Regular Meeting**  
**May 4, 2021**

**SUBMITTED AT THE REQUEST OF**  
**MAYOR STEVE GELLER**

Dan Sweeney  
Deputy Opinion Editor

Julie Anderson  
Editor-in-Chief

SunSentinel  
**OPINION**

ANOTHER VIEWPOINT

# Make Monica Cepero the next administrator in Broward County

Broward County should promote Monica Cepero, a candidate who is "clearly well-qualified," a quote from the Sun Sentinel's recent editorial, to become our new Broward County CEO.



By Bob Swindell

I have been reluctant to weigh in on a decision reserved for our county commissioners, but Broward Mayor Steve Geller and several commissioners have asked the business community to share its insight on one of the most important decisions a commissioner is elected to make. (Full disclosure: The Greater Fort Lauderdale Alliance is a private/public organization, and we receive partial funding from the county through an agreement to provide private economic development services.)

We have a rapidly recovering economy, driven in large part by one of the nation's fastest recovering international airports, a port that is equally strong in its ability to rebound post pandemic, and a new Visit Lauderdale branding campaign to promote the traveling public's confidence in a safe and fun-filled vacation to Broward County.

You may be surprised that we are the only large county in the United States that operates all three. The Broward county administrator has significant responsibilities in providing leadership to these economic engines.

We know we are doing well when impartial bond rating agencies award Broward their highest credit worthiness rating of Triple A. It provides taxpayers independent validation that our county is fiscally sound and well run.

So far so good, so how have these accomplishments been made possible? Easy answer: A committed and talented county administrator surrounded by a strong team and a supportive county commission. County Administrator Bertha Henry is a nationally respected, award-winning administrator. One of her lesser-known skills is in building and coaching the talented team around her. She does this quietly but with full intention.

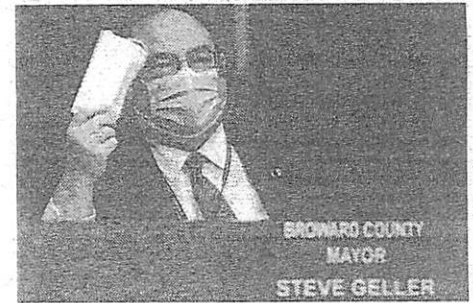
So, why not conduct a national search? According to a six-year research project at Stanford University Graduate School of Business, Jim Collins, author of "Good to Great" and his team discovered that promoting the CEO from within had clearly more successful outcomes.

To quote the report: "Visionary companies have shown, time and again, that they do not need to hire top management from the outside in order to get change and fresh ideas. Equally important, our research shows why it is extraordinarily difficult to become and remain a highly visionary company by hiring top management from outside the organization."

I have had the benefit of working with Deputy County Administrator Monica Cepero for most of the time I have served as CEO of the Alliance. We have worked together bringing new high-wage jobs to Broward. She understands the sense of urgency and effort required to successfully compete for good jobs, and she has instilled confidence in executives considering a new location in Broward.

Monica Cepero should become our next county administrator.

*Bob Swindell is the president and CEO of the Greater Fort Lauderdale Alliance.*



Broward County Mayor Steve Geller, above, and the the Broward County Commission will decide whether to hire Deputy County Administrator Monica Cepero to replace outgoing County Administrator Bertha Henry. AMY BETH BENNETT/SOUTH FLORIDA SUN SENTINEL

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