

Jennifer Conoley
President & CEO
Florida's Great Northwest

After her non-profit public relations career morphed into the economic development profession, Jennifer Conoley has been promoting Northwest Florida for growth and diversification, attracting quality companies, and fostering new job creation since 2009.

In March 2020, Conoley became the leader of Florida's Great Northwest (FGNW), the regional economic development organization for the 13-county region of Florida's panhandle. FGNW is a unified voice that promotes, advocates for, and collaborates to enhance the business competitiveness of Northwest Florida.

In 2023, Florida Secretary of Commerce J. Alex Kelly appointed Conoley to the inaugural SelectFlorida board, the state's international marketing and foreign direct investment arm, where she was asked to serve as Vice Chair. In 2025, she was appointed to serve as Chair of SelectFlorida's inaugural Economic Development Advisory Council. In 2025, 2024, and 2023, she was recognized by *Florida Trend* as one of Florida's 500 Most Influential Business Leaders and has been twice recognized as one of North America's Top 50 Economic Developers by Consultant Connect.

Before joining FGNW, Conoley was a senior economic development project manager for Gulf Power for seven years. She began her economic development career with the Bay County Economic Development Alliance in Panama City, Fla., in March 2009, serving as project and marketing manager. She graduated summa cum laude from Florida State University and holds a Bachelor of Arts degree in Communication. She is a Certified Economic Developer (CEcD) and a Master Economic Development Practitioner.

She is also a board member of The Collegiate School at Florida State University Panama City and serves on several other advisory councils throughout Northwest Florida.

Jennifer, her husband, and her two boys live in Panama City.

