

Jennifer Conoley President & CEO Florida's Great Northwest

Jennifer Conoley provides the executive leadership and strategic vision necessary to drive economic growth across the 13 counties in Northwest Florida, bridging the gap between local potential and global opportunity. As President and CEO of Florida's Great Northwest (FGNW), she leads the organization as the definitive regional business brand and primary regional convener, ensuring a unified voice for the region's global business competitiveness.



Jennifer's influence extends across the state. She serves as Vice Chair of the inaugural SelectFlorida Board of Directors and was appointed in 2025 as the inaugural Chair of SelectFlorida's Economic Development Advisory Council. Her impact is consistently recognized by *Florida Trend* as one of the state's 500 Most Influential Business Leaders (2023–2025), and she has been twice named one of North America's Top 50 Economic Developers by Consultant Connect.

She began her professional journey in non-profit public relations, developing a high-level expertise in brand advocacy that would eventually define her career in economic development. In 2009, she transitioned this skill set to the Bay County Economic Development Alliance, later serving on Gulf Power's regional economic development team. This blend of strategic communication and technical economic expertise has become her hallmark. A *summa cum laude* graduate of Florida State University, she holds a B.A. in Communication and is both a Certified Economic Developer (CEcD) and a Master Economic Development Practitioner.

Beyond her FGNW role, Jennifer serves on the board of The Collegiate School at FSU Panama City, the Community First Foundation, and remains deeply involved in advisory councils throughout the region. She resides in Panama City with her husband and two sons.