

USF NETWORK UK PRESENTS



BRITISH AMERICAN BUSINESS COUNCIL TAMPA BAY LAUNCH

JANUARY 24, 2025 | 4 PM
PATEL CENTER FOR GLOBAL SOLUTIONS
UNIVERSITY OF SOUTH FLORIDA | TAMPA CAMPUS

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Hillsborough County
PUBLIC SCHOOLS
Preparing Students for Life

WELCOME

PROGRAM

*4:00 p.m. Welcome from Jane Castor, Mayor,
City of Tampa*

*Special Remarks by Rufus Drabble,
UK Consul General in Miami*

*Announcement by David Lenox, President,
British American Business Council of Central Florida*

*4:15 p.m. Panel Discussion: Growing Business between UK
and Tampa Bay*

*Moderator:
Kiki Caruson, Vice President, USF World*

*Panelists:
Justine Assal, Honorary British Consul, Central
Florida*

*Addye Buckley-Burnell, AVP & Executive Director,
USF Center for Career & Professional Development*

*Sandra Campbell, Director, U.S. Commercial Service,
International Trade Administration*

*Paul A. Sohl, Rear Adm. USN (Ret), CEO,
Florida High Tech Corridor*

5:00 p.m. Reception in Patel Center Lobby

Event Welcome



JANE CASTOR MAYOR, CITY OF TAMPA

Mayor Jane Castor, the 59th Mayor of the City of Tampa, embodies a legacy of dedicated service and unwavering commitment to her hometown. A lifelong Tampa resident, she graduated Chamberlain High School and the University of Tampa, where she was a basketball and volleyball scholarship recipient and Hall of Famer.

Her journey in public service began as an officer for the Tampa Police Department. She eventually rose through the ranks to become Tampa's first female Chief of Police in 2009. She served six years as chief, pursuing progressive law enforcement strategies, reorganizing the department, and reducing major crimes by 70% citywide.

In 2019, Tampa residents elected her as mayor, and she immediately spearheaded ambitious initiatives through the establishment of the Transforming Tampa's Tomorrow (T3) advisory teams. These teams created roadmaps to address the city's most pressing issues, including transportation, affordable housing, workforce development, resident services, and sustainability and resilience. Overwhelmingly reelected in 2023, Mayor Castor remains resolute in her mission to transform Tampa's tomorrow, placing an emphasis on improving residents' quality of life through the enrichment of city parks and the celebration of art.

You'll often see her around town with beloved "Office Dog" of Tampa City Hall and rescue pup, Alcaldesa, which means mayor in Spanish. Beyond her mayoral duties, Mayor Castor is a proud Seminole Heights resident who enjoys fishing and cheering on Tampa Bay sports teams, from the Stanley-cup-winning Lightning to the Super Bowl-winning Buccaneers. She cherishes quality time with her family, including her partner Ana Cruz and sons, Sergei and Seely, whom she adopted as infants from Ukraine.

Special Remarks



RUFUS DRABBLE BRITISH CONSUL GENERAL IN MIAMI

Rufus Drabble started his role as His Majesty's Consul General in Miami in August 2022. He leads the UK's work promoting economic, commercial, political, security and consular interests in Florida, Puerto Rico and the US Virgin Islands.

Rufus' previous role was in The Netherlands as Regional Director for consular and crisis work across Europe and Central Asia, supporting the many British travelers and residents in the region. He has also served in Tunisia as Deputy Ambassador, in Singapore in a regional role, and in Afghanistan, Norway and Kenya.

Rufus was involved with recovery efforts in the aftermath of the terrorist attacks in Tunisia (2016) and in Kenya (1998). He has also supported British nationals caught up in the Russian invasion of Ukraine, the collapse of Thomas Cook Airlines, and provided consular help to British football supporters attending the Russia World Cup, after many diplomatic staff were expelled following the Salisbury poisonings.

The British Consulate General in Miami works across Florida, Puerto Rico and the US Virgin Islands to strengthen UK-US relations and to promote British interests.



DAVID LENOX
PRESIDENT, BRITISH AMERICAN BUSINESS COUNCIL
CENTRAL FLORIDA

David R. Lenox is a partner and one of the founding attorneys of the Orlando office of Greenspoon Marder. With more than 30 years of experience, Mr. Lenox's practice spans both commercial and residential real estate transaction law as well as litigation involving real estate matters, condominium development and complex commercial litigation.

Mr. Lenox has represented British, South American and Israeli investment groups in the evaluation, acquisition and sale of real estate assets in the state of Florida including properties as diverse as resort condominiums to businesses. Mr. Lenox is intimately involved in the strengthening and development of business ties between Florida and the United Kingdom through his activities as a board member and officer of the British American Chamber of Commerce. Mr. Lenox has also served as lender's counsel for a number of prominent lending institutions in Florida on multi-million dollar transactions.

Mr. Lenox has vast litigation experience. Originally, he defended architects and engineers in professional negligence actions involving construction projects and his expertise has expanded to include all aspects of real estate oriented litigation including multi-million dollar partnership claims, disputes involving resort and timeshare properties, substantial real estate commission litigation and construction defects litigation. Mr. Lenox has also been involved in business valuation disputes and litigation in the State of Florida. In addition, he has been admitted as a solicitor to the Senior Courts of England and Wales and serves as an Arbitrator for the European Center for Dispute Resolution.

Moderator



KIKI CARUSON
VICE PRESIDENT, USF WORLD

Dr. Caruson leads USF's global engagement across the Tampa, St. Petersburg, and Sarasota-Manatee campuses, including study abroad programming, international student and scholars services, the management of international partnerships, the Global Discovery Hub, initiatives that support research and scholarly mobility, Peace Corps programming, international alumni outreach, as well as global development activities.

Dr. Caruson is an expert regarding best practices for promoting strong relationships between university research and international offices and the data and metrics associated with successful global engagement across faculty, students, alumni, and global partners.

Dr. Caruson is an alumna of the USIEF India Fulbright Program for senior international education administrators (2013) and is an active faculty member in the School of Interdisciplinary Global Studies within the College of Arts and Sciences.



JUSTINE ASSAL HONORARY BRITISH CONSUL, CENTRAL FLORIDA

As a longtime resident of Central Florida and originally from the UK, Justine heads a multinational marketing firm and consults for leading real estate developers. In addition to the oversight of her businesses, for the past 15 years, she has been a strong advocate for the promotion of trade between the United Kingdom and Central Florida, within the public and private sectors, through her initiatives as a public relations professional.

Some past initiatives include organizing events to promote British-American commercial collaboration, facilitating key introductions for British companies seeking to expand to Florida; serving as Orlando Community Liaison for the 2016 Invictus Games; and hosting a Britweek Orlando series of events that highlighted the rich and diverse creative relationship between the UK and US.

In recognition of ongoing efforts to help foster Central Florida-UK bilateral commercial relationships, Justine was awarded the prestigious honor of Member of the Order of the British Empire (MBE) in Her Majesty The Queen's 2015 New Year's Honours. A commendation bestowed on British nationals who contribute valuable services to the UK and its people in the areas of arts and sciences, public services, or charitable work.

In 2024, Justine was appointed as His Majesty's Honorary Consul of Great Britain and Northern Ireland in Central Florida to help grow the Consulate's commercial reach in the rapidly growing Central Florida corridor. In this voluntary capacity, she supports regional relationship building and champions the UK's Central Florida commercial strategy.



ADDYE BUCKLEY-BURNELL USF ASSOCIATE VICE PRESIDENT AND EXECUTIVE DIRECTOR FOR THE CENTER FOR CAREER & PROFESSIONAL DEVELOPMENT

Dr. Addye Buckley-Burnell serves as the Associate Vice President/Executive Director for the Center for Career & Professional Development at the University of South Florida (USF). With nearly 20 years of experience, she has revitalized the Center since November 2022, doubled its size, and formed a dynamic team dedicated to serving USF's 50,000 students and cultivating relationships with employers in the Tampa Bay area, across the US, and around the world.

Additionally, Addye leads USF's Quality Enhancement Plan (QEP), focusing on enhancing students' career readiness through expanded experiential learning opportunities. Through the expansion of meaningful experiential opportunities, she is leading initiatives that empower students to thrive in an ever-evolving professional landscape, equipping them with the skills and knowledge needed to excel in their chosen field. Originally from St. Louis, she holds a bachelor's degree in psychology from the University of Central Missouri, a master's degree in counseling from the University of Missouri-St. Louis, and a doctorate in adult education from Auburn University. Having served in pivotal career service roles at esteemed institutions such as Boston University, Auburn University, Missouri State University, and Johnson County Community College, she has consistently championed initiatives aimed at dismantling barriers and fostering an inclusive environment conducive to personal and professional growth.



SANDRA CAMPBELL
DIRECTOR, U.S. COMMERCIAL SERVICE INTERNATIONAL
TRADE ADMINISTRATION

Sandra Campbell is the Director of the U.S. Commercial Service Tampa Bay, a field office for the International Trade Administration of the U.S. Department of Commerce. Since 1998, Sandra has counseled and developed export strategies for small and medium-sized companies with U.S. products and services throughout the Tampa Bay and Southwest Florida regions. International projects have included Brazil, China,

Germany, Italy, Panama, Poland, and Spain, as well as temporary duty assignments at the U.S. Embassy in Prague, Czech Republic and the U.S. Consulates in Vancouver, Canada and Milan, Italy. In 2016, Sandra did a rotation at the U.S. Department of State's Office of Commercial and Business Affairs (CBA) in the Bureau of Economic and Business Affairs in Washington, D.C. She is also a member of the U.S. Commercial Service's Global Healthcare Technology and Global Education Teams.

Sandra is a cum laude, honors program graduate from the University of South Florida in Tampa, Florida, with Bachelor of Arts degrees in Marketing and International Business, and minor in Italian. She has also attended Oxford Brookes University in Oxford, England and the Università per Stranieri di Perugia in Perugia, Italy. Sandra is a member of the Tampa Bay Area Committee on Foreign Relations and alumna of the FBI Tampa Citizens Academy.



PAUL A. SOHL
REAR ADM. USN (RET)
CEO, FLORIDA HIGH TECH CORRIDOR

Paul Sohl holds a bachelor's degree in aeronautical engineering from MIT and a master's degree in aeronautical and astronautical engineering from Stanford University. He is the CEO of the Florida High Tech Corridor (The Corridor), which supports a 23-county region anchored by the University of Central Florida (UCF), the University of South Florida (USF), and the University of Florida (UF). As CEO, Sohl facilitates

collaboration between these universities and partners from academia, industry, and economic development. He oversees various programs that promote research, marketing, workforce development, and entrepreneurship. This includes the Matching Grants Research Program, which has generated over \$1 billion in downstream impacts since 1996, and Cenflucence, a tech industry clustering initiative created with support from local governments and Duke Energy.

Sohl assumed his role at The Corridor in June 2020 after a distinguished 30-year career in the U.S. Navy. His last command was leading 500 civilian and military personnel at the Navy's Operational Test & Evaluation Force in Virginia, where he oversaw the testing of all Navy warfighting systems. He also commanded the Naval Aviation Fleet Readiness Center, managing 16,000 personnel and a \$2.9 billion budget, and held leadership positions at the Naval Air Warfare Center in California and the Fleet Readiness Center in Florida. Sohl's experience includes simulation and training as a program director and test pilot, as well as serving overseas in Operations Desert Shield and Enduring Freedom.

UNIVERSITY OF SOUTH FLORIDA

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UNITED KINGDOM

COUNTRY ENGAGEMENT BRIEF

ABOUT USF

The University of South Florida, a high-impact research university dedicated to student success and committed to community engagement, generates an annual economic impact of more than \$6 billion. With campuses in Tampa, St. Petersburg and Sarasota-Manatee, USF serves approximately 50,000 students who represent nearly 150 different countries. *U.S. News & World Report* has ranked USF as one of the nation's top 50 public universities for five consecutive years, and this year USF earned its highest ranking ever among all universities public or private. In 2023, USF became the first public university in Florida in nearly 40 years to be invited to join the Association of American Universities, a prestigious group of the leading universities in the United States and Canada. Through hundreds of millions of dollars in research activity each year and as one of the top universities in the world for securing new patents, USF is a leader in solving global problems and improving lives. USF is a member of the American Athletic Conference. Learn more at www.usf.edu.

ABOUT USF WORLD

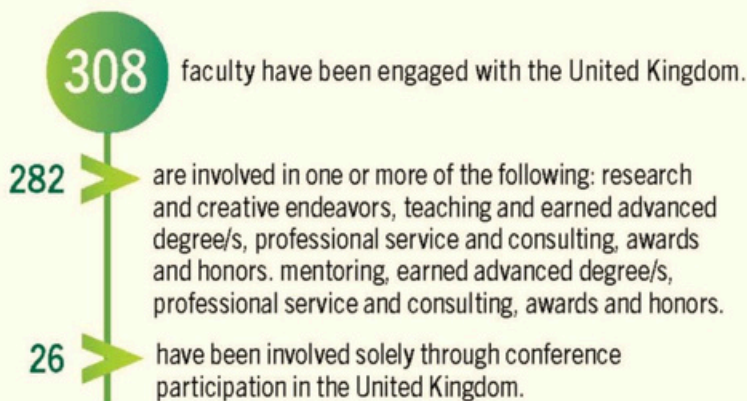
USF World leads the University's engagement with the world by providing resources that empower members of the university community to function as global leaders and global stewards. The goals of USF World are to promote a global culture at USF, globalize student success, enhance global initiatives throughout the university, and deepen global engagement with the Tampa Bay community. USF contributes to solutions for the world's most pressing challenges. Visit USF World at www.usf.edu/world to learn more about the strategy for USF World and USF's global activities.

USF AGREEMENTS

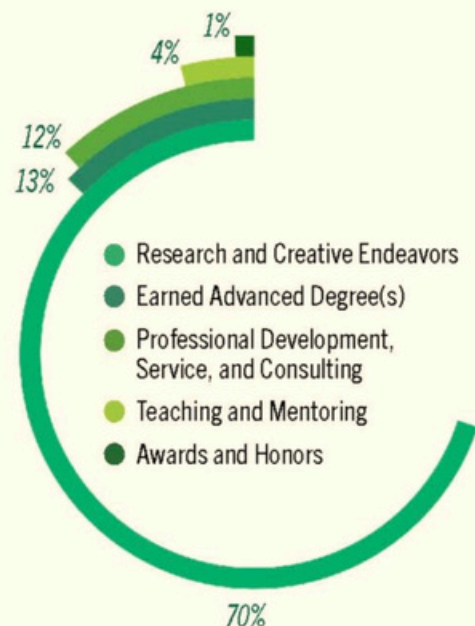
There are **4** partnership agreements between USF and **4** Institutions in the United Kingdom.

These include: Coventry University, the University of East London, the University of Exeter, and the University of Stirling.

FACULTY ENGAGEMENT



**Faculty may be represented in more than one activity type, and conference activity is not included in the chart below. Activities (aside from education) date from 2014-Present*



UNIVERSITY OF SOUTH FLORIDA

A GLOBALLY ENGAGED RESEARCH UNIVERSITY

DID YOU KNOW?

The United Kingdom is one of USF's top three countries of international research collaboration by number of publications (2019-2023, Clarivate Incites).

FULBRIGHT AWARDS TO THE UK

USF faculty Fulbright recipients include:

- Dianne Morrison-Beedy (Nursing), 2016-2017
- Nathan Fisk (Social Sciences), 2016-2017
- Nathan Crane (Mechanical Engineering), 2014-2015
- Stefan Frisch (Communication Sciences and Disorders), 2011-2012
- Thomas Bernard (Environmental and Occupational Health), 2011-2012

USF student Fulbright recipients include:

- Sarah Glaser, 2022-2023
- Jaclyn Dell, 2019-2020
- Dalia Elmelige, 2017-2018
- Madison McGrew, 2016-2017
- Roberto Roldan, 2016-2017
- Eli Ponder-Twardy, 2015-2016
- Jason Rodencal, 2015-2016
- Robyn Sagal, 2014-2015
- Joanna Rozpedowski, 2013-2014
- Zak Boggs, 2012-2013
- Ryan Salazar, 2012-2013

FACULTY PUBLICATIONS

From 2019-2023, USF researchers had **1,227** publications with collaborators in the United Kingdom.

Top institutional collaborators included the University of London (System), University College London, University of Oxford, Imperial College London, and University of Cambridge.

Top research areas included Immunology, Clinical Neurology, Allergy, Oncology, General Neurosciences, and Environmental Sciences.

INTERNATIONAL STUDENTS FROM THE UK



USF STUDY PROGRAMS IN THE UK

USF offers 7 study abroad programs in the UK:

- Semester programs with Middlesex University, Oxford Brookes University, University of Exeter, University of Nottingham, and the University of Roehampton in London
- USF in London
- USF Honors Exeter Semester Program

STUDENT RESEARCH SUCCESS

USF's College of Engineering and The University of Exeter are partners in one of just 37 seed grants from the British Council UKUS Partnership Fund, which supports research in sustainable water systems, and just finished collaborating together on a \$3.9 million multi-year Partnerships for International Research and Education (PIRE) grant for sustainable water and energy systems research. The PIRE grant was funded by the National Science Foundation (NSF).



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International Student Support



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Faculty

Study abroad

Upcoming USF World Events

FEBRUARY 11, 2025

USF ST. PETERSBURG
CAMPUS

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USF WORLD PRESENTS
**UNLOCKING THE FUTURE:
HOW GLOBAL MEGATRENDS ARE
REDEFINING AI, SUPPLY CHAINS,
AND TALENT**

Join Deputy Secretary Jason Mahon and Dr. John Pournoor for an insightful discussion on artificial intelligence, supply chain innovation, and talent acquisition. Discover how these transformative megatrends are shaping business development and driving growth in our region.

Attendees will receive a copy of the 2025 edition of Government Analytica's Top 12 Geopolitical Megatrends.

FEBRUARY 11, 2025 | 8:00-10:00 AM
USF ST. PETERSBURG CAMPUS | UNIVERSITY STUDENT CENTER (USC)
COMPLIMENTARY BREAKFAST PROVIDED

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FEATURING



JASON MAHON
DEPUTY SECRETARY OF
ECONOMIC DEVELOPMENT
FLORIDA DEPARTMENT OF
COMMERCE



DR. JOHN POURNOOR
CEO OF GOVERNMENT
ANALYTICA

 USF World

MARCH 13, 2025

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INTERNATIONAL BUSINESS FORUM 2025

AI AND THE FUTURE OF
GLOBAL BUSINESS

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