

Kanika Jelks-Tomalin, LP.D

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Education

Doctorate of Law & Policy

Northeastern University, Boston, MA Fall 2011

MBA, Specialization in Management & Leadership

University of Miami, Fall 2001 – Honors Distinction

B.S., Broadcast Journalism, Spanish: Minor

Florida A&M University, Spring 1997 - Magna Cum Laude

Expertise

Chief Operating Officer & Vice President of Strategy Eckerd College, St. Petersburg, FL

8/21 – Present

Senior member of the President’s Cabinet with oversight of the college’s strategic and operations functions, including: daily operations; strategic plan; facilities and capital asset management; IT; sustainability & resilience initiatives; institutional effectiveness; government relations; external affairs & outreach and the Eckerd College St. Pete Center for Civic Engagement & Social Impact. I also serve as a Chief Advisor to the President, consulting on items ranging from student experience to faculty relations, with direct responsibility for targeted fundraising, constituency building, strategic financial planning and Board of Trustees engagement. Served part time from August 2021 until completion of my term as Deputy Mayor & City Administrator in December 2021. Appointment assumed full time in January 2022.

Deputy Mayor & City Administrator City of St. Petersburg, St. Petersburg, FL

1/19 – 1/22

Doubly appointed Deputy Mayor and City Administrator of Mayor Rick Kriseman’s second four-year term. As the first African-American, female Deputy Mayor and City Administrator (charter-required position) of Florida’s fifth largest city, I worked in partnership with Mayor Kriseman to strategically advance the city toward its goals.

Specifically, as the City’s Chief Strategist, Administrative and Operations Officer, my citywide purview included executive oversight of: a \$770 million budget; a team of more than 3,000 employees; operations; facilities; strategic direction; infrastructure; marketing & external relations; economic

development; neighborhood affairs, community connections; culture, and more. Term Two advancements included: Navigating the City of St. Petersburg through the Coronavirus pandemic; Directing Vision 2050 longterm planning initiative; leading our annual budgeting process; establishment of region-leading policies programs & practices such as Community Benefits Agreement, Health in All Policies, Fire Cadet Equity Recruitment program; South St. Pete CRA; Skyway Marina Redevelopment plan, and more; poverty at all-time low; completion of the \$93 million St. Pete Pier District; construction of the new police department & emergency operations center; record commercial development; decrease in crime rates; implementation of \$300 million infrastructure plan; guiding our Integrated Sustainability Action Plan; 10-year affordable housing plan, Emergency Management & Incident Command, and more.

Deputy Mayor

1/14 – 12/18

City of St. Petersburg, St. Petersburg, FL

In this historic appointment I worked as the City's Chief Strategist and Operations Officer with a citywide purview. Term One advancements included: Crafting and implementing a first of its kind organizational vision; African-American poverty reaching an all-time low; forming a public/private partnership to create an integrated economic development strategy; formalization of the St. Pete Innovation District; establishment of Healthy St. Pete, a community engagement and empowerment initiative that works to create a culture of health; planning for a \$300 million infrastructure plan, and more.

Vice President, External Affairs, Bayfront Health Network/

Director of Strategy, Florida Group

4/13 – 1/14

Health Management Associates, Naples, FL

Regional leader in the nation's third-largest investor-owned health system, with responsibility for brand development, marketing and all other external affairs for the seven-hospital Bayfront Health network. Simultaneously served as Director of Strategy for the Florida Group, responsible for Strategic Planning & market development for 23 hospitals located throughout the state. Joined Health Management Associates upon its acquisition of Bayfront Health System, served there until accepting a historic principal appointment in the City of St. Petersburg's Office of the Mayor.

Vice President, Strategic Planning & Public Affairs

1/11 – 4/13

Bayfront Health System, St. Petersburg, FL

C-suite leadership that included oversight of all strategy, communications and external-facing functions, including: system-wide responsibility for Strategic Planning & Visioning; Marketing; Crisis Communications & Media; Government Relations; System Governance; Business Development; External & Internal Communications; Community Connections; Campus Aesthetics and more. Led the M&A process for Bayfront's 2013 acquisition.

Executive Director of Strategic Planning & Public Affairs

8/10 – 1/11

Bayfront Health System, St. Petersburg, FL

System-level Sr. Leader charged with Strategic Planning; Marketing; Media Relations; Government Relations; Crisis Communications, Campus Experience, and more.

Director of Corporate Communications
Bayfront Medical Center, St. Petersburg, FL

5/06 – 8/10

Directed communications for 480-bed acute-care hospital, including: Marketing; Media Relations; Government Relations; Business Development; while also serving as a liaison between administration, medical staff & community.

Public Affairs Manager/Spokesperson
Bayfront Medical Center St. Petersburg, FL

5/03 – 5/06

Managed hospital's media; internal & crisis communications; government & community relations. Executed hospital's media, government and community relations, fielded media inquiries, facilitated positive media stories and managed crisis communications.

Annual Giving Specialist
Bayfront Health Foundation St. Petersburg, FL

10/00 - 5/03

Managed hospital's fundraising events; annual giving campaign. Responsible for quarterly newsletter, direct mail appeals, collateral pieces.

Additional Experience

St. Pete Eats: A Cookbook: Author of a cookbook that features healthy recipes created in partnership with St. Petersburg's most celebrated chefs. Proceeds donated to local businesses adversely impacted by Coronavirus. **2020**

VISIT FLORIDA Shopping, Arts & Entertainment Insider: International online, print & broadcast influencer for Florida's tourism industry. Wrote articles for print, web, blog; tv & video appearances. **2008- 09**

American Powerboat Association Director of Communications: Freelance pre-race and on-site media and communications management **2001- 03**

OTHER RELATED EXPERIENCE:

Marketing Specialist, *St. Petersburg Times*, 1997-1999

Reporting/Writing Fellow, WAVE-TV, NBC affiliate, 4/97-12/97

Reporting Intern, WTXL-TV, ABC affiliate, 8/95-4/97

Palm Beach Post Features/Editorial Intern, 5/96-8/96

Intern; Seasonal Reporter, *St. Petersburg Times*, 5/93-12/96

In the Media

Op-Ed: Improving disparate health outcomes is a global imperative that must start here at home, *Tampa Bay Times*, February 2022

<https://www.tampabay.com/opinion/2022/02/11/improving-disparate-health-outcomes-is-a-global-imperative-that-must-start-here-at-home-column/>

Catalyze 2022: Deputy Mayor Kanika Tomalin, *St. Pete Catalyst*, December 2021<https://stpetecatalyst.com/catalyze-2022-deputy-mayor-kanika-tomalin/>

'St. Petersburg Deputy Mayor Kanika Tomalin Looks Back on Her Time in Office', 10 Tampa Bay, August 2021 <https://www.youtube.com/watch?v=gUQczzqu-OM>

Just Getting Started podcast series, *St. Pete Catalyst*, 2020-2021

<https://stpetecatalyst.com/tag/Just-Getting-Started/>

Making History: Dr. Kanika Tomalin, StPeteTV, July 2019

<https://www.youtube.com/watch?v=1b05PIKuJcg>

***The Faces of Know*, July 2019** <https://theknowwomen.com/faces-of-know-mayor-kanika-tomalin/>

Dr. Kanika Tomalin, the trailblazer, *Weekly Challenger*, December 2017

<https://theweeklychallenger.com/dr-kanika-tomalin-the-trailblazer/>

***GOVERNING*: For This Politician, Poverty is Personal, October 2017**

<https://www.governing.com/topics/politics/gov-kanika-tomalin-st-petersburg.html>

***GRAVITAS Magazine*: Dr. Kanika Tomalin Making a Difference, Summer 2017**

<http://gravitasmag.com/?p=8237>

***Tampa Bay Business Journal*: Tampa Bay's Power 100, January 2016**

<https://www.bizjournals.com/tampabay/print-edition/2016/01/08/power-100-kanika-tomalin.html>

***I Love the Burg*, St. Pete's Most Influential Women, April 2015** <https://ilovetheburg.com/the-burgs-most-influential-women-part-i-2/>

Positively Tampa Bay: Dr. Kanika Tomalin, ABC Action News, March 2015

<https://www.youtube.com/watch?v=Ug1GMolTq5o>

The Road to Resilience is Paved with Disruption, TEDxPoynterInstitute, November 2014

<https://www.youtube.com/watch?v=jWGI8qTEJX8>

Op-Ed: St. Petersburg a city of opportunity, inclusion, *Tampa Bay Times*, July 2014
<https://www.tampabay.com/opinion/columns/column-st-petersburg-a-city-of-opportunity-inclusion/2186729/>

Affiliations, Awards, and Achievements

EAB (Education Advisory Board) Future College Presidents Intensive, 2022

ACLU Gardner W. Beckett, Jr. Civil Liberties Award, 2022

Men & Women of Distinction Gwen Reese Lifetime Achievement Award, 2022

Bayfront Health Foundation Board of Directors, 2022-Present

Dali Museum Board of Directors, 2022-Present

St. Petersburg Conference on World Affairs Panelist & *Times* columnist: Health Equity vs. Equality, 2022

Pinellas County Urban League Whitney Young Diversity & Empowerment in Government Award, February 2022

Carter Woodson African American Museum Capital Campaign Committee, 2022-Present

USFSP Remark-a-bull Recognition, 2022

St. Pete Innovation District Innovator Award, 2021

Arts Alliance/ Downtown Partnership Comprehensive Arts Strategy for St. Petersburg Steering Committee, 2021

USFSP Diversity, Equity & Inclusion Taskforce, 2020 - 2022

USFSP Innovation Scholars Mentor, 2019-2020

Bloomberg-Harvard City Leadership Fellow, 2019

Celma Mastry Ovarian Cancer Foundation, Board of Directors, 2018-Present

Metro Wellness Distinguished Leadership Award, 2018

P.A.R.C. People of Purpose Award, 2017

St. Pete Chamber Most Valuable 'Burger Award: highest civic honor, 2017

St. Petersburg Chamber of Commerce Board of Governors, 2014 - 2022

St. Petersburg Grow Smarter Economic Development Strategy Steering Committee, 2014-2022

American Heart Association Tampa Bay Metro Board, 2015 - 2017; 2021-Present

St. Petersburg Chamber of Commerce Business Woman of the Year, 2015

Business Observer 40 Under 40 (Five Counties), 2015

YWCA of Tampa Bay Woman of Distinction, 2014

Glass Ceiling Award, Florida Women's Conference, 2013

Architect of Bayfront Health Education & Research Organization (predecessor to Foundation for a Healthy St. Pete), 2013

St. Pete Innovation District Founder, 2012

Florida's Most Powerful & Influential Women, Natl. Diversity Council, 2012

St. Pete Chamber of Commerce's Inaugural "Iconic Woman to Watch", 2012

One of Academy Prep's "Five Fabulous Females" for significant service, 2012

***Tampa Bay Business Journal* Young Business Woman of the Year Finalist, 2012**

American Heart Association Go Red for Women Exec. Cabinet, 2012-2013

Academy Prep mentor, 2010-2013

USFSP Celebrates 50! Host Committee, 2015-2016

St. Petersburg Chamber Young Professional Business Leader of the Year, 2008

"30 Under 30" honoree – *Tampa Bay Business Journal*, 2004

American Stage Professional Theater Board of Directors, 2013 - 2014

St. Petersburg College Institute for Strategic Policy Solutions Board of Directors, Vice Chair, 2011- 2014

St. Petersburg Chamber Public Policy Council Trauma Task Force Co-Chair, 2012-2014

Morean Arts Center, Board of Trustees, 2009-2012

Pinellas County Urban League, Board of Directors, 2007-2014

Girl Scouts of West Central Florida, Board of Directors, 2007- 2008

Canterbury School of Florida, Board of Trustees, 2008-2012

Florida Society of Public Relations and Marketing, Board of Directors, 2003-2010

Nine Florida Society of Health Care Public Relations & Marketing Mark of Excellence Awards, 2004-2010

St. Petersburg Chamber of Commerce South Central Council, Co-Chair, 2003-2004

Public Relations Society of America, 2003-2014

Assoc of Healthcare Philanthropists Fellow (Univ. of Wisconsin/Madison), 2001

YWCA of Tampa Bay, Board of Directors, 2001-2006

Kaiser Family Foundation Public Health Reporting Fellow (Studies at Harvard & Georgetown Universities; practicum at WCTV-Tampa), 1997

Poynter Institute of Media Studies Scholar, Full undergraduate scholarship, 1993-1997

REFERENCES UPON REQUEST