



NEWS

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VICTORIA VANGALIS-ZEPP JOINS FLORIDA TAXWATCH

TALLAHASSEE — Victoria Vangalis-Zepp has been appointed Executive Director of the Florida TaxWatch Center for Competitive Florida (CCF). CCF evaluates state government fiscal policies; researches economic, demographic and other trends that affect economic competitiveness; and makes policy recommendations that enhance Florida's ability to compete successfully to assure Florida's continued economic growth, security, and sustainability.

Zepp has extensive experience working with private and public entities, offering government and business-to-business marketing, communications and development solutions. She is President of Zepp Strategic Partners, a Tallahassee consulting firm specializing in general business, marketing, and government affairs. Her experience includes special work in representing private firms in procurement with State of Florida agencies.

"Victoria brings a tremendous amount of business and marketing acumen to the task of focusing research on policies that will promote Florida's competitiveness," said David McIntosh, CCF Chairman.

"I'm very excited to be part of the institution of Florida TaxWatch, which has made its mark over the past 27 years in pushing for a more productive and accountable state government and one whose policies keep the state's economy and business environment on the right track," said Zepp.

Prior to her consulting work, Zepp was Chief Marketing, Sales and Operations Officer with the Florida Virtual School. She created a global brand and image campaign for the internet school which now boasts 31,000 students. She knows first-hand the challenges of starting a business, as one of the original team in 1987 at Intermedia Communications of Tampa. There she developed the first marketing and advertising plan and helped develop internal departments within the company with strategic planning and process development systems. More than a decade later, she launched the company's first internal legislative affairs department, as well as its first political action committee and the management of merger and acquisition integration.

Zepp turned her business acumen toward charity in 2004 as a co-founder of Findthecure.us, a private cause marketing organization dedicated to raising awareness, creating action, and generating funds to help eradicate breast cancer, autistic spectrum disorders, and other life threatening conditions.

She resides in Tallahassee with her husband Randy, son Zachary and daughter Tiffany.

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Florida TaxWatch is a private, non-profit, non-partisan research institute that over its 26 year history has become widely recognized as the watchdog of citizens' hard-earned tax dollars. Our mission is to provide the citizens of Florida and public officials with high quality, independent research and education on government revenues, expenditures, taxation, public policies and programs, and to increase the productivity and accountability of Florida Government. On the web at www.floridatxwatch.org.