It’s a brand new day: Florida and national leaders applaud CareerSource Florida unified brand

“Florida businesses are hiring and growing and CareerSource Florida will help ensure talent remains a key competitive advantage for our state’s job creators. Florida leaders have aligned around a common framework for securing Florida’s future, and CareerSource Florida signifies a major step forward in collaboration and alignment that will enable more businesses to access services and resources to hire and retain the best and brightest employees.”

— Mark Wilson, President & CEO, Florida Chamber

“The CareerSource Florida brand launch marks an exciting new chapter for Florida’s job seekers and businesses, and in turn for our economy. By coming together under a unified brand with a shared mission, our state and regional workforce boards are better equipped to meet the growing talent demands of our increasingly competitive marketplace.”

— Rep. Will Weatherford, Florida House of Representatives Speaker

“Having sponsored the 2012 House legislation that led to the development of the CareerSource Florida brand, I am excited to see this transformation take place. A unified, statewide brand provides for more efficiencies and new outreach opportunities to help Florida’s families and businesses prosper.”


“This new CareerSource Florida brand will enhance the competitiveness of our state’s economic development efforts. As we support growing Florida businesses here at home and work to attract new companies, the unified brand sends a clear and powerful message that Florida’s workforce development partners are ready to help them succeed with the assets, expertise and partnerships needed to deliver qualified, skilled talent for their current and future success.”

— Amy Evancho, President and CEO, Florida Economic Development Council

“On behalf of the hundreds of Hispanic-owned businesses represented by the Florida Hispanic Chamber, we are pleased to see the workforce system unite under a single brand. With the CareerSource Florida network of easily identifiable locations, it will be more convenient and efficient for employers to find the right workers and resources they need to thrive.”

— Julio Fuentes, President, Florida State Hispanic Chamber of Commerce

“Florida’s competition for top companies is global, and talent is a key factor as companies make their expansion and location decisions. By better showcasing workforce training and many other employer and job seeker services, CareerSource Florida can help more businesses connect with the talent needed to thrive.”

— Gray Swoope, Florida Secretary of Commerce and President & CEO, Enterprise Florida

“The activation of the CareerSource Florida network is a win for businesses in our state and those considering Florida to relocate or expand. With a new common statewide brand, businesses — particularly those that operate in multiple counties or statewide — will know where to go to access services and resources to help them recruit, hire, train and retain the best employees.”

— Tom Feeney, President & CEO, Associated Industries of Florida

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"For Florida to be the No. 1 travel destination in the world, we rely on the world's best tourism and hospitality workforce. With today's historic alignment of all state and local job boards and career centers under the new CareerSource Florida brand, tourism industry businesses and other job seekers now have one-stop shopping to connect with the Sunshine State's vast pool of skilled talent."

— Will Seccombe, President & CEO, VISIT FLORIDA

"Florida's alignment of national, state and local workforce resources as a proud partner of the American Job Center network is an exciting milestone for the entire U.S. workforce system. This effort will help raise awareness of the crucial employment and training programs that are strengthening the workforce and growing the economy, not just in Florida but throughout the southeast and across the country."

— Thomas E. Perez, Secretary, U.S. Department of Labor

"A clear, consistent workforce brand makes it easier and more intuitive for job seekers and employers to find the assistance they need. Florida's efforts are an important step in better connecting employers and job seekers."

— Les Range, Regional Administrator, USDOL Employment and Training Administration

"Florida's need for qualified, skilled talent is growing exponentially with the new global economy, and brand alignment is a critical step in our ability to meet that need. A single, statewide brand will help Floridians and businesses easily find us. Whether businesses are located in one county, multiple cities or even in another country, we can help them quickly fill positions, train new or existing workers and ramp up their competitiveness."

— Dwayne Ingram, Chairman, CareerSource Florida Board of Directors

"Moving to a single, distinctive identity — CareerSource Florida — takes our workforce development network to the next level, clearly communicating to our business and job-seeking customers that we have the professional resources to support their success, wherever they are in Florida."

— Chris Hart IV, CareerSource Florida President/CEO

"Establishing a unified workforce system brand creates an improved connection for Florida's job seekers and businesses. The new logo and single, statewide brand shows that Florida is open for business and is committed to promoting and strengthening our qualified and talented workforce."

— Jesse Panuccio, Executive Director, Florida Department of Economic Opportunity

"Florida's workforce system is a proven national leader and by activating the new CareerSource Florida brand, we are demonstrating that our state and local workforce partners will continue to collaborate, innovate and lead to ensure job seekers and employers can access the services and resources they need to succeed today and in the future."

— Richard Williams, Executive Director of CareerSource Chipola and President of the Florida Workforce Development Association

“Our transition to our new brand, CareerSource South Florida, marks an exciting transformation for our organization. Driven by our commitment to excellence, we are using this opportunity to improve our services and ensure we are providing effective and market-relevant solutions that lead to greater success for South Florida job seekers, workers and employers.”

— Rick Beasley, Executive Director, CareerSource South Florida

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