



# Meet the judges

## 2025 Florida program

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Entrepreneur Of The Year recognizes the most ambitious leaders who are building and sustaining successful, dynamic businesses around the world.

Entrepreneur Of The Year Award winners comprise a global network of visionaries, each on a transformational journey to create, innovate, grow, learn and build a better world.

### About the judging panel

The success of the program relies on the efforts of our independent panel of judges. The panel comprises past Entrepreneur Of The Year Award recipients and civic and community leaders who devote significant effort to review and deliberate the merits of each nominee. We deeply appreciate their dedication to the program.

Click on the judges to learn more about them.

### Meet the judges

The judges evaluate nominees on a variety of criteria, including, but not limited to:  
Entrepreneurial spirit | Purpose | Growth | Impact | Financial performance



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## Dr. Susan Amat

Director, Miami Herbert Business School

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Susan Amat is the CEO and founder of Venture Hive, a software and training company that provides accountability and transparency tools and content to support innovation management and entrepreneurship programs. A serial entrepreneur, she built businesses in the entertainment industry for more than a decade, including the first CD-Rom magazine and a national television show. After completing her MBA, Dr. Amat developed pediatric health monitoring products and earned a PhD in Strategic Entrepreneurship (coursework in industrial engineering, business and education). While teaching at the University of Miami, she founded The Launch Pad, which was considered the top model in entrepreneurship education. Her program and platform were replicated throughout the world as Blackstone LaunchPads in universities that included USC, UCLA and Case Western Reserve University. Venture Hive has run internal and external innovation programs in Fortune 100 companies, accelerators, and universities with innovators and entrepreneurs from more than 60 different countries and developed and runs the Entrepreneurship World Cup – the largest global competition for startups and scaleups with more than 600,000 applicants over six years. Dr. Amat served as the founding Chair of the STEM Board for Miami-Dade County Public Schools and actively speaks about entrepreneurship education internationally. She has worked with the US State Department, the Kauffman Foundation, and the World Bank on program development, measurement and evaluation. In 2012, Dr. Amat was honored as a champion of change at the White House.





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## Michael Cassidy

CEO, M3

*Entrepreneur Of The Year 2011 Regional winner*

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Michael Cassidy is an entrepreneur who has started and exited multiple companies. He founded and served as Undertone CEO for 14 years (acquired in 2015 by Perion (NASDAQ: PERI)). He created a family office (August Spark) to make private investments, including purchasing BVA, the largest Shopify Plus agency in the US (acquired by Accenture (NYSE: ACN) in 2022). Michael launched his third company, M3, in 2023, to create new revenue streams for merchants, retailers, and e-commerce companies by capturing advertising and sponsorship dollars from Fortune 1000 marketers. Michael was an Entrepreneur Of The Year Award recipient in 2011 and subsequent judge for the competition. He has been a YPO member since 2008.



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## Michael Connolly

CEO, Sonobi

*Entrepreneur Of The Year 2018 Regional winner*

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Michael Connolly, CEO of Sonobi, cofounded the company in 2012 to deliver his vision for the future of AdTech. Today, Sonobi is the leading technology provider of people-based marketing solutions, which enable media transactions against individuals in ways that are relevant, predictable and measurable. A serial entrepreneur, Michael's first venture was an online web applications company that attracted more than 30 million unique visitors and 1.5 billion ad impressions per month by the time it was acquired in 2012. This success followed him to Sonobi, a company that serves clients in North America, EMEA and Australia.

Though ultimately product driven, Michael nonetheless has deep operational experience and the rare ability to master details without ever losing sight of the big picture. Not content with simply charting Sonobi's path forward, he has a deep understanding of all aspects of Sonobi's operational and technology systems. This has enabled him to create an overarching framework for his company that is forward thinking, innovative, fiscally responsible and technologically sound.

Michael has spent many years learning to lead gracefully under pressure and his leadership skills are battle-hardened. He was a U.S. Army officer and military aviator who served as a battle captain during the Iraq War. As a UH 60 helicopter pilot, he flew multiple missions throughout central Iraq. These experiences, combined with his background as an entrepreneur, have been instrumental in developing his leadership philosophy, which is rooted in integrity, accountability and adaptability.

A 2018 winner of the prestigious Entrepreneur Of The Year Award, Michael has also been recognized as one of Florida's most successful young executives under 40 by the *Orlando Business Journal*. While in service, he was awarded the Air Medal for Meritorious Service in Combat. He holds a Master of Business Administration from the Massachusetts Institute of Technology.



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## Josh Fisher

CEO, District Partners LLC

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Josh Fisher, a native of the Washington, DC, area, relocated to St. Petersburg, Florida, in 2021 with his wife, Stacey. In early 2020, he launched District Partners, an executive search and consulting firm specializing in talent solutions. District Partners focuses on working with C-suite executives, guiding them through strategic hiring decisions to fuel their companies' growth. The firm connects elite accounting, finance and technology professionals with pivotal roles in rapidly expanding organizations. In 2023, District Partners was recognized as the No. 1 fastest-growing company in Washington, DC, on the Inc. 5000 list.

Before founding District Partners, Josh served as Executive Vice President at Addison Group, where he spent nearly 15 years in recruitment and headhunting. He played a key role in scaling the firm from 40 employees to more than 2,000, driving nearly a billion dollars in revenue before its successful exit to private equity. Earlier in his career, Josh honed his finance skills at a top international asset management firm but soon realized his passion extended beyond spreadsheets and financials. This experience laid the foundation for his journey, reinforcing his commitment to finance while inspiring him to approach it from a different perspective.

On a personal note, Josh and Stacey have a 2.5-year-old daughter, Livie, with another child on the way. An avid traveler, he enjoys skiing, biking and playing tennis, often seeking out remote destinations for his next adventure. Professionally, he is committed to investing in early-stage companies, leveraging his expertise to help them scale and achieve sustainable growth.





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## Ken LaRoe

Founder, CEO and Chairman, Climate First Bancorp

*Entrepreneur Of The Year 2024 Regional winner*

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Ken LaRoe came out of retirement to establish Climate First Bank in 2021. After successfully launching two banks in South Florida, Ken returned to the industry because of his conviction there was more he could do to fight climate change. He raised more than \$44 million in just one year to establish Climate First Bank. Ken brought the bank to market in the turbulent economy of the pandemic but was propelled to launch by the knowledge that time was not on the side of climate change. He believed the best thing he could do for the community and the world was to launch the bank as soon as possible, even if it was a great risk for himself, personally and professionally. Since this launch, the bank has continually expanded its physical and digital banking offerings. While still in de novo status, Ken has led the development of digital services that are used by customers in 49 states. All Climate First Bank customers can access specialized programs such as the nation's simplest solar lending platform as well as LGBTQ+-affirming pride banking, in addition to traditional banking rates competitive with the nation's largest banks. In early 2023, the bank exceeded \$500 million in assets, making it one of the fastest-growing banks in the United States. Climate First Bank is the nation's first FDIC-insured, full-service community bank founded to combat the climate crisis. While traditional banking often invests customers' assets in financing fossil fuels, Climate First Bank's customer deposits fund solar loans for consumers and businesses. The bank provides a deeply necessary alternative to the industry standard of banking, allowing consumers to have a say in what their hard-earned money is funding. Climate First Bank's offerings and services enable customers to easily live out an environmentally ethical lifestyle. The bank is a Certified B Corp and member of the Global Alliance for Banking on Values.



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## Suneera Madhani

Co-Founder and CEO, Worth AI

*Entrepreneur Of The Year 2021 Regional winner*

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Suneera Madhani is a true trailblazer in the business world. She is the CEO and a co-founder of FinTech startup Worth AI. Known as “The Unlikely CEO,” she previously founded Stax Payments, where she took an idea and built it first into a private startup with \$140 million in recurring revenue and then into a business valued at more than \$1 billion. As a result, she was the first female CEO to lead a unicorn out of Florida. She is also the founder of the CEO School podcast, which has received more than 2 million downloads, and the CEO School company, which empowers women to scale their businesses and change the landscape of the traditional business world. She has been featured in prestigious publications such as *Forbes* and *Bloomberg*. She has been recognized on the *Fortune* magazine “40 Under 40” list; as an Entrepreneur Of The Year, founded by EY; as one of *Entrepreneur* magazine’s “100 Most Influential Women”; and as one of *Inc.* magazine’s “100 Female Founders,” to name a few. She is the daughter of Pakistani immigrants, and the first person in her family to attend college. She is a sought-after speaker, a mom of two young girls, a philanthropist, an advisor, an angel investor and an avid traveler.





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## Greice Murphy

CEO, Miami Stem Cell®

*Entrepreneur Of The Year 2020 Regional winner*

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Born and raised in Brazil, Greice Murphy came to America in 2003 to work as a currency trader for a finance firm in Atlanta. In 2010, Greice founded one of the fastest-growing health care companies in America, Advanced Care Partners (ACP), with the purpose of raising the quality of home care nursing services delivered to medically fragile children. In less than a decade, ACP extended its services to adult care and expanded its footprint to Georgia, Florida and Texas. Under her leadership, ACP launched an international recruiting agency. Her dedication led to significant growth, both organically and through acquisitions, at an annual rate of more than 50% with a team of more than 1,200 employees. Greice's efforts have not gone unnoticed; this is one of the few companies in the US ever to make the Inc. 5000 list for seven years in a row. In 2018, she sold the majority interest in ACP to a private equity firm and stayed as the CEO for three years after the transaction. Today, she remains the second largest shareholder, is a board member and leads the company's M&A strategy.

In late 2022, Greice moved to Miami and acquired Miami Stem Cell®, one of the leading stem cell institutes in the US. The company is constantly changing and staying up to date on the most top-notch treatments in the field of regenerative medicine. With her expertise, Miami Stem Cell's presence is growing nationwide and advancing through partnerships with renowned accreditation and physicians. Greice's strategic mind, strong finance background, and compassionate care are the reasons for her success. In 2021, she received recognition as the Southeast regional winner of the Entrepreneur Of The Year Award and the Legendary Award from EO. In 2022, Greice became a judge for the regional Entrepreneur Of The Year program, serving both the Southeast and now Florida. She's a cofounder and board member to Biatch Tequila, SakeBomb, Joov and Dogpark. Greice serves as a board member to nonprofits Extra Special People and the Brazilian-American Chamber of Commerce. She's a contributor to the Forbes Business Council and *Inc.* magazine. Other affiliations include being a member of the EY Board Diversity Cohort, the Tech Advisory Council of MMM, EO, GoldenSeeds and OnBoard. Greice received her bachelor's degree in Radiology from Ulbra and her master's degree in Business from UFGV.



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## Pearl Percy

Chief Corporate Development Officer, JM Family Enterprises

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Pearl Percy is Group Vice President and Chief Corporate Development Officer of JM Family Enterprises, Inc. In her role, Pearl reports to JM Family's chief executive officer and works closely with the chief financial officer to drive the company's expansion strategy by identifying industry trends and maintaining relationships with relevant external partners. In addition, Pearl's team focuses on sourcing, negotiating, structuring and executing strategic acquisitions/investments in order to drive the company's growth beyond its automotive roots. She also works with existing business units to develop strategic partnerships and mergers to support their continued growth. Pearl is a seasoned corporate finance executive with more than 20 years in strategic advisory, corporate development and financial transaction management. She has a track record of identifying growth opportunities for customer-centric Fortune 500 companies. Most recently, Pearl served as Vice President of Strategic Growth for retailer Nordstrom, responsible for advancing the company's growth and digital transformation through acquisitions, investments and commercial partnerships. In this role, she served as strategic advisor to and represented Nordstrom's investment interest in 11 Honoré, Peek Kids, Sole Society, PlatformE, DSCO and Attabotics. She held similar roles at the Clorox Company and the Walt Disney Company. Earlier in her career, she focused on mergers and acquisitions at global investment banks J.P. Morgan, Lazard Freres and Banc of America Securities. Originally from Chicago, Pearl earned a Bachelor of Arts degree with a double major in Mathematics and Sociology from Northwestern University, and a JD/MBA from the Northwestern School of Law and the Kellogg School of Management. An active member of the local community, Pearl serves on the Board of Trustees for the YMCA of South Palm Beach County. She, along with her husband and two sons, resides in Boca Raton, Florida.



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## Eric Reimer

CEO & Co-Chairman, Healthmap Solutions

*2024 US National winner*

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Eric Reimer is the CEO and Co-Chairman of the Board at Healthmap Solutions and also serves as a director of Imagine360 and CardioOne. He has more than 30 years of health care services experience and leadership, focused on growing payer service and provider companies. In 2024, Eric was recognized as the Entrepreneur Of The Year US National Life Sciences and Health award winner by Ernst & Young LLP.

Prior to joining Healthmap, Eric was an operating partner at private equity firm Water Street; served as Chairman of Unified Women's Care, OBHospitalist Group and ELAP Services; and held various executive leadership roles at Magellan Health Services. As the former Chief Executive Officer of CareCentrix, the leader in home health benefits management, Eric broadened the management team and introduced innovative product offerings leading to a tripling of company revenues. Previously at Magellan Health Services, he led the Health Plan West Behavioral division serving 15 Blue plans; was Chief Growth Officer responsible for sales, strategy and acquisitions; and was Chief Executive Officer of National Imaging Associates, where he led the division through 800% revenue growth over two years.

Eric received his bachelor's degree from Washington University and a master's in business administration from the Wharton School of Business at the University of Pennsylvania.



## Entrepreneur Of The Year Florida team

**Monica Frank**, Program Co-Director

+1 561 955 8324, [monica.frank@ey.com](mailto:monica.frank@ey.com)

**Jennifer Williams**, Program Co-Director

+1 407 428 6870, [jennifer.williams@ey.com](mailto:jennifer.williams@ey.com)

**Pam Lewis**, Program Manager

+1 305 415 1785, [pamela.lewis@ey.com](mailto:pamela.lewis@ey.com)

**Alexis Levy**, Program Coordinator

+1 502 585 6592, [alexis.levy@ey.com](mailto:alexis.levy@ey.com)

**Jhez Ferriol**, Program Coordinator

[jheriza.ferriol@gds.ey.com](mailto:jheriza.ferriol@gds.ey.com)

For more information, visit [ey.com/us/eoyflorida](https://ey.com/us/eoyflorida)  
or contact us at [eoyflorida@ey.com](mailto:eoyflorida@ey.com).

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### About Entrepreneur Of The Year®

Entrepreneur Of The Year® is the world's most prestigious business awards program for unstoppable entrepreneurs. These visionary leaders deliver innovation, growth and prosperity that transform our world. The program engages entrepreneurs with insights and experiences that foster growth. It connects them with their peers to strengthen entrepreneurship around the world. Entrepreneur Of The Year is the first and only truly global awards program of its kind. It celebrates entrepreneurs through regional and national awards programs in more than 145 cities in over 60 countries. Winners go on to compete for the World Entrepreneur Of The Year® title. [ey.com/us/eoy](https://ey.com/us/eoy)

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