

South Florida CEO

October 2007

INPLAY

The Player: KATHERINE KOCH

Latest Play: Takes over this month as 2007-2008 chairman of economic development partnership The Broward Alliance

Background: The Pittsburgh native is president of Fort Lauderdale-based Ambit Marketing, a marketing and public relations firm she founded in 1985. She serves as vice chair of the Broward Community College Foundation and is on the board of governors of the Fort Lauderdale Chamber of Commerce. "I represent exactly the type of person we look to attract through our efforts at The Broward Alliance — an employer of a growing entity," Koch says.

Ambition: Koch says The Broward Alliance's biggest challenge is continuing to attract businesses to Broward County as housing in the area becomes less affordable. "The challenge presents us with opportunities," she says. "One is to collaborate with other local organizations, like the Broward Workshop, to pool our intellectual resources to provide solutions." Koch also must ensure the group has sustainable funding. As a private-public partnership with Broward County, a portion of the budget is from the county, and "this past year, we felt the pinch as the county looked for ways to decrease spending," she says. —YELENY SUAREZ

“
We compete for business on a global basis, and can easily supply a dozen great reasons a business should move here ... but we're struggling with some very basic quality-of-life issues that need to find answers.”

