



## **Suncoast Technology Forum Appoints New Executive Director**

***Area tech advocacy group continues to increase momentum of local technology ecosystem***

**SARASOTA, Florida (April 6, 2011)** - Suncoast Technology Forum (STF), the leading technology industry advocacy group for companies creating and developing technology solutions in Sarasota and Manatee counties is pleased to announce that Jeffrey Kratsch has been appointed to the role of Executive Director. Mr. Kratsch, a local business veteran with nearly 20 years of experience in marketing and business development in the technology and telecommunications arena, has assumed day-to-day management of the organization's activities as of April 1<sup>st</sup>, 2011. In addition to the management and implementation of STF's mission and member-oriented event and technology industry resource initiatives, Kratsch will serve as the organization's primary community relations ambassador, building upon and growing ties between members, local economic development organizations, educational and other community organizations.

In addition to Kratsch's appointment to Executive Director, Matthew Anderson has assumed the role as President of the STF executive committee. Anderson, previously an STF board Vice President and Events Chairman is also the president of Milestone Marketing Associates, a full-service marketing company in Sarasota, Florida.

Anderson, the newly elected President of Suncoast Technology Forum, stated, "The board is thrilled to have Mr. Kratsch as our Executive Director, and I am confident that Jeff will help us grow STF membership and raise awareness about our mission to foster technology industry growth in our community."

Mr. Kratsch brings extensive experience in small, mid-sized and large public entities; which include executive level roles in the telecommunications & technology, manufacturing and financial services industries. Following four years of undergraduate studies in psychology and philosophy, he earned a Bachelor's degree in marketing from Indiana Wesleyan University and a Master of Science in Business Management from Oakland City University. In addition to his new role as Executive Director for STF, Jeffrey is also an adjunct professor at the State College of Florida and the Founder of a local non-profit organization focused on sustainability and energy conservation.

Embracing his new role with great enthusiasm, Kratsch stated, "I am very excited about the opportunity to lead this organization's efforts from a tactical perspective and further 'accelerate our technology economy.' Manatee and Sarasota counties have for years been a breeding ground for technology innovation. From industry leading converged communications and telecom companies to 'green tech' to software companies creating solutions that drive business efficiency and cost savings; and even to digital media technology firms that support the marketing strategies of myriad other industries, this town's got it all. My goal is to continue to build upon the current success of the Suncoast Technology Forum and further enhance our value to the community and our member companies by helping them connect to their markets, locally and across the nation. Our local technology industry is home grown, value-added and has created jobs all throughout the recent recession. My role at STF will be to leverage and support that trend."

### **About Suncoast Technology Forum**

Suncoast Technology Forum was founded in 2005 by a group of local entrepreneurs, professionals and the Sarasota and Manatee economic development organizations. STF is a professional association of people united to make the bi-county area a place where technology-based business and innovation thrives. STF's mission is to create a technology-rich community, support technology entrepreneurship, and connect technology professionals with appropriate resources in the Florida Gulf Coast Region: in short, to accelerate our technology economy. For more information about the Suncoast Technology Forum, call 941-870-0078, email [info@suncoasttechnologyforum.com](mailto:info@suncoasttechnologyforum.com), or visit [www.suncoasttechnologyforum.com](http://www.suncoasttechnologyforum.com).

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