



# Heidi Richards

Heidi Richards joined The Southern Group in 2022 bringing with her broad experience in public service as well as local, state and federal campaigns. At Southern, Heidi focuses on a myriad of local issues including economic development, housing and transportation.

As a resident and passionate advocate of Broward County, Heidi has worked extensively across the region, in the private, public and non-profit sectors, to advance political and policy objectives designed to build a better Broward. As Chief of Staff to former Broward County Commissioner and Mayor Dale V.C. Holness, Heidi was instrumental in creating and coordinating several international, economic development and affordable housing measures enacted by the County. She served as a liaison to County Administration, various County Departments and the greater Broward business community, and ensured open and transparent lines of communication among area stakeholders and the administration.

Over the course of her career, Heidi has helped marshal several high-profile projects across the finish line including a \$1 billion Convention Center and Hotel project, a \$30 million port project, a \$95 million runway reconstruction project and \$122 million transportation surtax initiative.

Heidi has been featured on MSNBC, as well as in Legacy Magazine and the South Florida Sun Sentinel. She is touted as a 40 Under 40 Leader in South Florida and was recognized as one of South Florida's 50 Most Powerful Leaders in Business & Industry in 2020.

Heidi has served as an Adjunct Professor at Florida International University and Nova Southeastern University. She is a member of the Board of Directors of Mount Olive Development Corporation and she is a member of the Alpha Kappa Alpha Sorority and the Junior League of Greater Fort Lauderdale. Heidi resides in Tamarac, Florida, with her husband.



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