

Nick Matthews

Nick Matthews joined The Southern Group in 2025, bringing with him extensive experience in state and local government relations and a deep understanding of Broward County's political and policy landscape. As a lobbyist with The Southern Group, Nick's focus is expanding the firm's presence in Broward County and representing clients before local governments while continuing to serve state-level clients across Florida.

As a long-time advocate in Broward County, Nick has spent his career advancing key local and regional priorities that shape the county's future. Before joining The Southern Group, Nick served as a Senior Government Relations Consultant at a prominent Fort Lauderdale-based law firm, where he represented state and local clients across a wide range of industries including development, transportation, financial services, technology, healthcare, energy, and waste management. In that role, he guided clients through complex policy and regulatory matters, helping them successfully engage with both local and state decision-makers. Nick has demonstrated a unique ability to navigate complex policy or procurement issues in nearly every corner of Broward County.

Prior to his work in the private sector, Nick served as the Senior Legislative Coordinator in Broward County's Office of Intergovernmental Affairs, where he was responsible for ensuring the county's interests were effectively represented in Tallahassee. During his tenure, he championed major initiatives including beach renourishment, enhancements to Port Everglades and Ft. Lauderdale-Hollywood International Airport, investments in sensitive natural resources, emergency management projects, and critical infrastructure and transportation funding. His efforts helped secure funding and legislative support for projects that strengthened Broward's environmental resilience and economic vitality.

Nick brings a practical and results-oriented approach to advocacy. His relationships across government, business, and community stakeholders have made him a trusted voice in Broward County and beyond.

Nick has B.S. and M.S. from Florida State University and is a proud resident of Broward County, where he lives with his wife, Barbara, and their twin sons, Henry and Logan.



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