



For Immediate Release

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**CareerSource Central Florida Appoints Two New Executives
to Leadership Team**

*Lorri Shaban, APR, Joins as Vice President of Strategic Partnerships;
Becca Bides as Vice President of Strategic Communications*

Orlando, Fla., — CareerSource Central Florida (CSCF), Florida's second largest regional workforce board, today announced the appointments of two new executives to its senior leadership team. Lorri Shaban, APR, has been named vice president of strategic partnerships and Becca Bides, vice president of strategic communications, as CSCF advances its mission to develop local talent across the region's high-demand industries for the economic prosperity of businesses and residents alike.

"We are excited to welcome these two new leaders whose expertise and deep ties throughout the Central Florida community will help even further broaden our organization's impact," said Pam Nabors, president and CEO, CareerSource Central Florida. "They will serve critical roles on our leadership team to elevate awareness and reach of our organization's programs and benefit to the community, and to expand connections and community partnerships throughout the five-county region."

In the newly created role of vice president of strategic partnerships, Shaban will manage community partnerships to advance targeted workforce efforts, engage critical regional partners, and drive business development for CSCF. For the past 12 years, Shaban has served as president of True North Marketing + Public Relations, a full-service marketing and communications firm in Orlando, where she created and activated the statewide CareerSource Florida brand, planned and executed marketing, communications, and partnerships for PGA's Arnold Palmer Invitational, and led the launch of LEGOLAND® Florida, managing all communications strategy, planning, messaging and opening events, among other initiatives. She has also held roles at CNL Financial Group and Enterprise Florida.

As vice president of strategic communications, Becca Bides will lead the marketing, branding, communications and media relations to expand awareness of, and engagement in, the region's workforce programs. Bides most recently served as vice president of communications for the Visit Orlando marketing association and its 1,200 member businesses, leading global communications for the Orlando destination through publicity, brand content, government relations and crisis management. She also served more than 20 years in senior communications leader roles for SeaWorld Parks & Entertainment's portfolio of 12 U.S. theme parks, consumer

products and broadcast initiatives, where she directed global publicity planning and issue management, launched company expansions and led enterprise-wide reputation programs.

To download executive headshots, please [click here](#).

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About CareerSource Central Florida

CareerSource Central Florida (CSCF) is Florida's second largest regional workforce board that is state and federally funded with an annual operating budget of approximately \$46.2 million. CSCF provides comprehensive services to connect career seekers and local businesses at no cost. Services include screening and hiring talent; employee training and education; paid internships and no cost skills training and education programs. In fiscal year 2020-2021, CSCF has served more than 54,000 career seekers and 2,700 businesses. The organization has placed more than 6,300 individuals in jobs and helped advance skills for more than 5,100 career seekers across Orange, Osceola, Seminole, Lake and Sumter Counties. For more information, visit www.CareerSourceCentralFlorida.com.

Media Contact:

Lesley Harris
Senior Manager, Corporate Communications
CareerSource Central Florida
407-868-4029
LHarris@careersourcecf.com