

E. SHAWN ASHLEY

Enterprise CEO | Community Development Leader | Board Director
4017 Cog Hill Court, Jacksonville, FL 32225 | 904-226-5297 | shawn@eshawnashley.com

February 24, 2026

Dear Members of the Jacksonville Community Benefits Agreement Board Selection Committee,

I am a Jacksonville native in the fullest sense of the word. I worshipped at Fountain Chapel AME Church, received early medical care from Dr. Charles B. McIntosh, the first Black pediatrician in Jacksonville, attended Jacksonville public schools, bought 45 RPM records from Bob's Record Shop on Florida Avenue, watched my father help build Longshore Hall, and spent time with friends at the Eastside Brotherhood Private Club. Jacksonville shaped my values, purpose, and lifelong sense of responsibility to this community. My family also purchased nine lots on East 25th Street to develop affordable homes for sale. That is why I am submitting my nomination to serve on the Jacksonville Community Benefits Agreement (CBA) Board.

As a seasoned business owner and a dedicated nonprofit leader with more than 35 years of experience, I serve on the executive leadership team at Impact Church, a vibrant congregation of 6,000 members in Jacksonville. I bring a unique blend of financial expertise, operational discipline, and a deep commitment to community accountability. Over my 40-plus years in executive roles, I have managed portfolios exceeding \$150 million in revenue, scaled organizations to generate multi-million-dollar revenues, and led more than 3,500 professionals across various industries.

My service on this board would be guided by three convictions: that community benefit agreements deliver results only when rigorously enforced; that small and minority-owned businesses must have a genuine seat at the table; and that data-driven accountability must accompany every commitment. As CEO of EDC3, a federally certified VOSB, JSEB, HUBZone, DBE, MBE, and SBE wholesale food, MRO distribution, and construction support enterprise, I currently serve as a JSEB partner for both the Jaguars Stadium of the Future and the Four Seasons Hotel & Private Residences. I understand exactly what is at stake for the businesses and residents this agreement is intended to protect.

I am prepared to bring my full range of experience, relationships, and lifelong investment in Jacksonville to this work. The children growing up here today deserve the same sense of belonging and opportunity this city gave me, and I would be honored to help uphold that standard. I respectfully request the opportunity to meet with the Selection Committee at your earliest convenience to discuss how my background and commitment can best serve the CBA Board's mission.

Respectfully submitted,

E. Shawn Ashley

Founder and CEO, EDC3 LLC

904-226-5297 | shawn@eshawnashley.com

E. SHAWN ASHLEY

Enterprise CEO | Community Development Leader | Board Director

4017 Cog Hill Court, Jacksonville, FL 32225 | 904-226-5297 | shawn@eshawnashley.com

EXECUTIVE PROFILE

Visionary executive and committed community steward with 40+ years of high-performance leadership across enterprise operations, economic development, and civic engagement. Proven record scaling organizations to multi-million-dollar revenue streams, managing \$150M+ portfolios, and directing 3,500+ professionals across diverse industries. Recognized for transformative leadership at the intersection of business excellence and community investment, creating lasting economic opportunity for Jacksonville's families and institutions.

A Jacksonville native with deep roots across every neighborhood and institution this city holds dear, Shawn Ashley brings a rare integrated perspective to community benefit, one grounded in accountability, strategic resource stewardship, and an unwavering commitment to equitable economic growth for all Jacksonville residents.

BOARD & CIVIC LEADERSHIP

Prior & Current Board & Civic Appointments

- YMCA of North Florida, Board of Directors
- Wise Counsel Business Owners Organization, Member
- Impact Church of Jacksonville, Inc., Head Deacon & Member, Executive Leadership Team
- Head Start of North Florida, Advisory Committee Member
- DCF Community Alliance of Northeast Florida, Board Chair
- Jacksonville ARC, Board Chair
- Revitalize Arlington, Community Development Corporation, Co-Founder & Past Chair, Board of Directors
- Somerset Academy Jacksonville, Board Member
- Jacksonville Inroads, Board Member
- YMCA Duval Regional, Board Member

Community Impact

- Program Director: "Front Porch Florida" Construction Job Skills Training Initiative (2005–2006): Designed and managed a state-funded workforce development program that trained 800+ inner-city Jacksonville residents in core construction disciplines, including carpentry, electrical, plumbing, and site safety. Achieved a 20% apprenticeship placement rate upon graduation through partnerships with union and non-union contractors. Administered full grant financial management, including participant stipend disbursements, compliance reporting, and budget reconciliation throughout the program's duration.
- Sustained investment in workforce development, urban revitalization, and institutional capacity building across Jacksonville's most underserved communities

PROFESSIONAL EXPERIENCE

EDC3 LLC: Wholesale Food & MRO Distribution | B2B Supply Chain | Construction Support

2012 – Present

Founder & Chief Executive Officer

- Secured \$2.4M+ annual contracted revenue through tier-one strategic partnerships with institutional clients
- Engineered 15% working capital efficiency improvement through supply chain optimization and vendor management
- Maintained zero food safety violations with sustained double-digit profit margins across all service contracts

- Holds active certifications as a JSEB, HUBZone, DBE, MBE, and SBE enterprise, and federally recognized VOSB, serving public institutions throughout Northeast Florida
- Currently engaged as a JSEB partner on two of Northeast Florida's most marquee development projects: the Jacksonville Jaguars Stadium of the Future and the Four Seasons Hotel & Private Residences, demonstrating EDC3's capacity to perform at the highest tier of regional commercial construction and hospitality development.

Revitalize Arlington, Community Development Corporation

2010 – Present

Co-Founder & Past Chair, Board of Directors

- Architected urban revitalization strategy encompassing commercial development, workforce programs, and neighborhood stabilization
- Directed asset optimization, organizational reserves management, and grant funding leverage to maximize community impact
- Advanced equitable economic development across the Arlington corridor, creating measurable opportunity for underserved residents

Profectus Learning Systems, Inc.

2012 – 2015

Chief Operating Officer & Co-Founder

- Executed real estate acquisition strategy for a multi-campus charter school enterprise
- Architected integrated business processes spanning marketing, operations, and compliance

Harvest Strategic Solutions, LLC & Opus LLC

2004 – 2010

Co-Founder & Managing Member

- Launched boutique consulting practice specializing in nonprofit organizational transformation
- Delivered strategic planning and capital structure optimization for C-suite leadership teams

Telesis Solutions Group, LLC

2001 – 2004

Founder & Chief Executive Officer

- Pioneered proprietary CRM database algorithm with comprehensive go-to-market strategy
- Secured federal Service Mark protection for predictive consumer behavior modeling

Moore Wallace, Hospitality Division

1997 – 2001

National Director of Sales & Marketing

- Architected a database framework that catalyzed 200% revenue growth across the hospitality division
- Achieved 400% sales organization productivity improvement through structural redesign and leadership development

AT&T American Transtech (Convergys Corporation)

1984 – 1997

Progressive Executive Leadership: Business Development Director | Operations Director | Client Services Executive

- Generated \$35M+ annual revenue as Business Development Director
- Directed 31 senior managers across the continental U.S. as Operations Director
- Stewarded a \$150M revenue portfolio as Client Services Executive

EDUCATION & EXECUTIVE DEVELOPMENT

University of Pennsylvania, Wharton School, Global Strategy	1993
University of Southern California, Executive Leadership	1995
AT&T Executive Leadership Institute	1991
Word of Faith Bible Training Center	2005-2006

CORE COMPETENCIES

Strategic Leadership 40+ years C-suite performance, organizational transformation, and governance

Community Investment Board leadership across health, education, faith, and economic development sectors
Revenue & Portfolio Management \$150M+ portfolio management, \$2.4M+ annual contracted revenue
Operational Excellence 15% efficiency improvements, zero safety violations, lean process design
Team & Coalition Leadership 3,500+ professionals, multi-jurisdictional operations, cross-sector stakeholder engagement
Innovation & Compliance Federal trademark holder, proprietary technology development, multi-certification compliance

BOARD VALUE PROPOSITION

What distinguishes my candidacy is not simply the breadth of my credentials: it is the direct, lived intersection of every domain the CBA Board must govern. I am simultaneously an active JSEB contractor performing on the very projects this agreement covers, a CDC co-founder who has built and managed workforce pipelines from the ground up, a grant administrator with demonstrated financial accountability, and a decades-long board leader who understands how governance structures either enforce or undermine community commitments.

The CBA Board needs members who can read a compliance report and a community needs assessment with equal fluency, who know both the boardroom and the block. I bring that duality. My singular focus will be ensuring that the promises made in this agreement are kept with the same rigor that any binding contract demands, and that the small and minority-owned businesses and residents of Jacksonville receive every benefit they were promised.