

SCOTT HERNDON

17 NE 8th Street • Gainesville, FL 32601 • 863 528-9804 • wsherndon@ufl.edu

EDUCATION

UNIVERSITY OF FLORIDA - Hough Graduate School of Business Gainesville, FL
Master of Business Administration May 2009

- C. Howard McNulty MBA Endowment Scholarship Recipient

TULANE UNIVERSITY New Orleans, LA
Bachelor of Arts in Latin American Studies May 2002
Minor: Business Administration

ADDITIONAL TRAINING

Introduction to Commercial Real Estate Analysis February 2003
Certified Commercial Investment Member Institute Tampa, FL

LICENSURE

Florida Real Estate Sales Associate License

EXPERIENCE

President May 2005 – August 2007
Herndon Peddie Investments, LLC Gainesville, FL

- Managed commercial property owned by the company

Vice-President March 2004 – August 2007
Greenpoint Land Company, LLC Lake Wales, FL

- Negotiated purchase of land, directed land use changes and marketing of a 20-acre lakefront community

President of Real Estate Operations March 2006 – August 2007

Director March 2004 – March 2006
Upco, Inc. Lake Wales, FL

- Devised and implemented strategy to change focus of company from agriculture to real estate
- Designed long term plan to develop land owned by company valued at over \$15 million

Real Estate Analyst Lake Wales, FL
Atlanticblue Group July 2005 – March 2006

- Identified and marketed land valued at over \$100 million, out of a total land holding of over 65,000 acres of land
- Conducted research and analysis on several multi-million dollar real estate projects

Chief of Staff July 2003 – May 2005
Florida State Senator JD Alexander, District 17 Lake Wales, FL and Tallahassee, FL

- Presented the Senator's sponsored legislation to Senate committees and directed constituent outreach

Legislative Correspondent August 2002 – June 2003
U.S. Representative E. Clay Shaw, Jr., District 22 of Florida Washington, DC

LANGUAGES

Fluent in Spanish and proficient in Portuguese

ACTIVITIES

Class Representative, University of Florida Masters of Business Administration Association

Fellow Candidate, Poe Center for Business Ethics, Warrington College of Business Administration

Second Place, Baylor University National MBA Case Competition in Ethical Leadership, November 2007

Associate, University of Florida President's Council

Member, UF MBA Alumni Relations Task Force

Chairman of Philanthropy – **Chairman**, Alumni Relations, Sigma Alpha Epsilon Fraternity, Fall 2000

Founding Member and **Vice-President**, Tulane University Latin American Studies Organization