DRIVE ELECTRIC FLORIDA APPOINTS INAUGURAL EXECUTIVE DIRECTOR

Cocoa, FL, Jan. 22, 2020 – Drive Electric Florida (DEFL) is pleased to announce the appointment of Matthew Alford as its inaugural Executive Director.

Alford joins DEFL with nearly a decade of experience working with Florida’s policymakers, most recently in the Florida Department of Agriculture and Consumer Services, where he served as the Deputy Legislative Affairs Director for Commissioner Nicole “Nikki” Fried. In addition to his work in the executive branch, he has managed and consulted on campaigns across the state and has extensive experience in both chambers of the Florida Legislature. He holds a Bachelor of Arts degree in History and a Master’s degree in Applied American Politics and Policy (MAAPP) from The Florida State University. He is also the proud father of two beautiful children.

“Drive Electric Florida is very excited to have Matt on board, he brings a strong Florida perspective to the organization” said Peter King, the Chairman of DEFL’s Board. “An Executive Director enables our organization to move to the next level and pursue organizational goals that we believe will benefit state of Florida with the rapid growth of electric transportation.”

Florida boasts the highest demand and projected highest growth rate for electric vehicles (EV) in the Southeast. With Alford’s leadership, and the partnerships of key stakeholders, including electric utilities, EV service providers, environmental organizations and local governments, DEFL is ready to seize this unique opportunity to position Florida as a leader in EV adoption in the Southeast.

Alford can be contacted at [mattalford@driveelectricflorida.org](mailto:mattalford@driveelectricflorida.org).

**About Drive Electric Florida**

[Drive Electric Florida](https://www.driveelectricflorida.org/) (DEFL) is a 501(c)(3) nonprofit organization that works to accelerate Florida’s transition to electric transportation and infrastructure by facilitating collaboration among stakeholders. Our work includes policy development that promotes increased EV adoption and infrastructure development, expanding the availability and access to charging infrastructure throughout major corridors and workplaces across Florida, increasing EV adoption through education and outreach initiatives, and expanding electric transportation workforce training.