

# Broward

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ULTIMATE CEO AWARDS  
2011

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THE 2011 BROWARD ULTIMATE CEO AWARDS RECOGNIZES  
BUSINESS LEADERS OF BROWARD COUNTY FOR THEIR  
ACHIEVEMENTS, VISION AND DEDICATION TO

*Excellence.*

## INTRODUCTION

### Best in Business

**W**elcome to our special focus section honoring some of Broward County's most impressive business leaders.

The *South Florida Business Journal's* 2011 Broward Ultimate CEO Awards recognizes those CEOs who have made extraordinary achievements – both for their companies and for their communities. As you read a bit

about their backgrounds, you will find that they are a diverse group with many talents. We cover their philosophies and note what drives them on to each great success. You might even learn a few extra facts about them personally that you will find entertaining and inspiring.

We hope that you will join us at our event honoring them on Oct. 27 at the Hyatt Regency Pier Sixty-Six Pier Top. Go to [www.bizjournals.com/southflorida/event/33501](http://www.bizjournals.com/southflorida/event/33501) to register.

# South Florida BUSINESS JOURNAL

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## JAMIE A. COLE

*Managing Director, Weiss Serota Helfman  
Pastoriza Cole & Boniske, PL*  
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### EDUCATION

- B.S. in economics, summa cum laude, Wharton School, University of Pennsylvania
- J.D., summa cum laude, University of Pennsylvania Law School

### PERSONAL NOTE

- Cole has collected presidential campaign buttons since he was 13, and currently has buttons from almost every major party's presidential nominee, starting with Abraham Lincoln.



Leadership stems from one's ability to adapt to and thrive amid change. For Jamie Cole, that's most striking in today's dynamic business and economic landscape, where the speed of change could catch executives flat-footed.

"The most notable element of the 21st century is the speed with which things happen and change. The key to effective leadership in the current business climate is the ability to adapt quickly to changing circumstances," says Cole, whose firm specializes in part in complex litigation, governmental matters and appellate law. "We live in an age where change is the norm. In order to be effective as a CEO, a leader must have the flexibility to adapt and take advantage of those changes and view them as opportunities, while still staying true to the business's core mission and vision."

While he has no mentor, per se, Cole thinks back to John F. Kennedy's traits for leadership. He surrounded himself with smart advisers whom he could trust completely, took measured risks and sought to achieve consensus. To that end, Cole relies on his team to assist in his role as managing director.

He doesn't want "yes men," instead choosing people who "challenge me, and challenge the status quo – who present ideas for improvement and look outside the box," he says. "I want each member of my team to serve as the devil's advocate and create a dialogue about a decision or practice."

His three keys to success as a CEO? Integrity, loyalty and a willingness to take calculated risks.

"Being honest and ethical is not only morally right, but is the only way to succeed in business over the long run. You cannot succeed by lying, cheating and stealing," he says. "If you are loyal to your partners, employees, clients, vendors and anyone else with whom you deal, you will engender loyalty in return. The foundation of America and capitalism is built on risk-taking. Every opportunity must be evaluated, measuring the risk of a downside result against the benefits and probability of success."