

Brooke A. Powell, Director, Enterprise Data Management, Florida Department of Children and Families



With an unwavering desire to continually learn and grow, Ms. Powell has accomplished several academic achievements in her life. In 2012, Brooke graduated Cum Laude with a Bachelor of Science degree from the University of Tampa-School of Social Sciences. In 2016, she then graduated Magna Cum Laude from National University with a Master of Arts in Strategic Communication. She is professionally trained and certified as an FDLE Law Enforcement Intelligence Analyst where she supported the Florida Fusion Center on many initiatives, and most recently, she attended Florida State University for courses on project management.

For Ms. Powell, innovation has been a foundational element in the progression of her career. Enjoying previous roles with the Florida Highway Patrol, she served as the first Statewide Supervisor for the Business Intelligence Unit helping to drive data-driven decision-making efforts across the patrol. She also served as the first Bureau Chief of Intelligence for the Florida Department of Corrections where she helped create the new Office of Intelligence. Currently, Ms. Powell is the Director of Enterprise Data Management at the Department of Children and Families (DCF). This newly formed office facilitates cross-departmental data sharing initiatives and coordinates with various stakeholders for the purposes of assimilating the department's data resources to develop an enterprise data framework. This comprehensive structure of tactical, operational and strategic services provides performance support, leverages innovative technology, and assists in the states required data governance protocols. Furthermore, Ms. Powell supports the Florida Children and Youth Cabinet Technology Workgroup, the U.S. Department of Health and Human Services Interoperability Workgroup, and is newly appointed to the Criminal and Juvenile Justice Information Systems Council.

Always steering forward as a creative strategist with advanced knowledge in social sciences and government objectives, Ms. Powell has gained valuable professional experience that proves to be an instrumental asset to DCF's mission. Her background in both business intelligence and criminal intelligence has provided a unique perspective among the various methodologies and approaches that support data integration, analytics, and technology deployments.

Determined to lead by a high-level of quality and ethical standards, Brooke's experience and work signifies the delivery of measurable outcomes that help drive positive organizational change not only for the benefit of the agencies involved but for the benefit of our entire state.