



Rosana Santos, MBA

CEO: Big Chef

"Scholars and business leaders acknowledge that creativity is now driving the new economy. Broward County is fast becoming a "creative economy" that will attract the creative workforce of the future. We have numerous entertainment, cultural, and recreational choices. Our "sense of place" is being enhanced by new city centers. Housing, transportation, and environmental issues are being addressed. Yet, there is one feature of a creative economy that ignites my passion the most. It is the appreciation of diversity and knowing the collaboration between Broward's diverse cultures will provide a "creative" model for other communities."