



UNITED WAY
Suncoast

United Way Suncoast selects Winner Partners to lead CEO search

United Way Suncoast has chosen Winner Partners, a St. Petersburg-based executive search and recruitment firm, as its partner to lead the search for the organization's next President & Chief Executive Officer.

The announcement follows the planned departure of Jessica Muroff, who has led United Way Suncoast through a period of meaningful growth, innovation, and community impact across the region. Muroff will move on to become the CEO of the Community Foundation of Sarasota County. Her last day with United Way Suncoast will be Jan. 9. United Way Suncoast Chief Impact Officer Bronwyn Beightol will serve as the organization's interim CEO, beginning Jan. 12.

"Jessica's leadership has positioned United Way Suncoast for continued success, and this transition is an important moment for our organization," said Sara Nichols, Board Chair of United Way Suncoast and executive with Appspace. "The Board was intentional in selecting a search partner that understands our mission, our communities, and the complexity of leading a large, impact-driven nonprofit. Winner Partners brings a thoughtful, inclusive, and disciplined approach that aligns with our values and the responsibility of this moment."

PROCESS WILL BE TRANSPARENT, RESPECTFUL

The United Way Suncoast Board of Directors has convened a Search Committee. It will work closely with Winner Partners to finalize a comprehensive search timeline with a stakeholder and staff engagement plan.

The Board and Search Committee will conduct a thoughtful and inclusive process that reflects the people-centered values at the heart of United Way Suncoast. In today's competitive leadership landscape, the organization recognizes that attracting exceptional candidates requires a process rooted in transparency, respect, and care for the candidate experience. Beyond the professional expertise required to lead a complex, impact-driven organization, the next CEO must be a values-based leader who can foster a strong internal culture, build trust across partners and communities, and inspire collective action in service of United Way Suncoast's mission.

"United Way Suncoast plays a vital role in strengthening communities across the Tampa Bay region, and we are honored to be entrusted with this search," said Tina Winner, Managing Partner and Co-Founder of Winner Partners. "Our firm is deeply rooted in this community, and we take seriously the responsibility of identifying a leader who can build upon a strong foundation while advancing a culture that reflects United Way's people-first mission and commitment to collaboration."

WINNER PARTNERS KNOWN FOR PEOPLE-FIRST APPROACH

Winner Partners is a certified, woman-owned executive search firm known for its high-touch, people-first approach and its expertise in community-impact organizations, like United Ways, as well as foundations, economic development organizations, and destination marketing entities. The firm employs a collaborative, multi-partner model that leverages industry subject-matter experts and inclusive hiring practices to attract and rigorously evaluate top-tier executive leaders nationwide.

We will share additional details regarding the CEO opportunity and search timeline as they become available. Interested candidates may contact Winner Partners confidentially at UWS@winnerpartners.net for more information as it is available. Click here to learn more about [Careers at United Way Suncoast](#).