

Contact: Stephanie Ordonez
Comm. and Marketing Officer
813.396.2733
ordonez25@usf.edu



Randy Hayes Named Assistant Director of the Florida SBDC at USF

TAMPA, Fla. (August 12, 2026) – Since joining the [Florida SBDC at USF](#) in 2023, Randy Hayes has distinguished himself as one of the SBDC Network's top-performing consultants. In his first full year with the Florida SBDC, he led the entire state network in new business starts and capital transactions. He followed that accomplishment by ranking second statewide in both categories the following year, demonstrating a consistent ability to help entrepreneurs achieve measurable results. Hayes has also been recognized with our Tampa Bay region's Performance Excellence Award and Rising Star Award.



As a Senior Business Consultant, Hayes has served clients throughout Polk and Highlands counties, providing strategic guidance in business planning, market research, access to capital, financial analysis, and growth strategy. He has built strong partnerships with local economic development organizations, chambers of commerce, and community stakeholders while helping both start-ups and established businesses navigate opportunities and challenges.

"Beyond his accomplishments with the Florida SBDC, Randy brings nearly two decades of professional experience spanning small business ownership, talent acquisition, financial services, leadership development, and business consulting," Carl Hadden, regional director of the Florida SBDC at USF, said. "His background includes leadership roles in banking, executive recruitment, and human resources, as well as ownership of his own consulting firm. This diverse experience has given him a unique perspective on the challenges facing entrepreneurs and the importance of building strong, client-focused teams."

In his new role as Assistant Director at the Florida SBDC at USF, Hayes will provide leadership support for regional operations, personnel development, strategic initiatives, and program delivery across our 10-county service area. His commitment to excellence, collaborative leadership style, and passion for helping businesses succeed make him exceptionally well-suited for this position.

Learn more about Hayes and his expertise at <https://sbdctampabay.com/randy-hayes/>

About the Florida SBDC at USF

The Florida SBDC at USF helps create a better Florida for all by providing businesses the expertise and resources needed to succeed and grow. The Florida SBDC at the University of South Florida is a member of the Florida SBDC Network, a statewide partnership program nationally accredited by the Association of America's SBDCs and funded in part by the U.S. Small Business Administration, Department of War, State of Florida, and other private and public partners, with the University of West Florida serving as the network's headquarters. Full funding disclosure available at www.floridasbdc.org/funding-disclosures/. Florida SBDC services are extended to the public on a nondiscriminatory basis. Language assistance services are available for individuals with limited English proficiency. For more information, please visit SBDCTampaBay.com.