

# Terry L. Rhodes

## Florida Blockchain Task Force Member



Terry L. Rhodes was appointed to the role of Executive Director of the Florida Department of Highway Safety and Motor Vehicles (FLHSMV) in May 2014. As Executive Director, she is responsible for the overall direction and management of one of the nation's largest safety and consumer-oriented agencies and leads law enforcement, public education, and service activities of more than 4,400 members throughout the state.

Under her leadership, FLHSMV has implemented forward-thinking policies with the primary focus of protecting consumers and improving customer experience. Such policies include combatting, deterring and detecting fraud by creating a robust quality assurance program, initiating Motorist Modernization, a multi-year IT project, which will modernize department systems and technologies, and employing data-driven analytics to guide strategic decisions and highway safety policy.

A seasoned public servant and native Floridian, Director Rhodes has served in leadership and policy positions at various state agencies including the Department of Agriculture and Consumer Services and the Florida Senate. Director Rhodes earned her Bachelor of Science Degree from the Florida State University.