

INFLUENTIAL BUSINESS WOMEN



ALYCE ROBERTSON

**Executive director,
Miami Downtown
Development Authority**

www.miamidda.com
200 S. Biscayne Blvd., Suite 2929,
Miami 33131
(305) 579-6675

► **BIRTHPLACE:** South Bend,
Indiana

► **EDUCATION:** B.A., M.P.A.,
Indiana University

► **FUN FACT:** She makes her own
Polish sausage – or kielbasa, as it is
known in Poland.

If asked to describe her role as an influential businesswoman, Alyce Robertson need look no further than outside her office window. Downtown Miami's streets below have been transformed from a business district to a "neighborhood" of 92,000 residents. Under her leadership and with the help of her team and partners, that transformation is something Robertson takes great pride in.

"We have built a more walkable and enjoyable urban core," she says. "We have given downtown a personality and a brand that is being recognized globally."

Beyond the companies and business leaders the Miami DDA serves, Robertson believes its role as a catalyst agency on events, projects and initiatives drives brand awareness and community engagement across downtown Miami. Whether it's the return of the Herald Hunt, annual Art Days or a host of other events, "we are giving visitors and residents the opportunity to see and experience our city."

Awards won by the DDA under Robertson include 2012 Agency of the Year by the American Society for Public Administration's South Florida Chapter, the 2014 Economic Development Award from the Miami Association of Realtors, and the 2017 Alvah Chapman Award from the Greater Miami Chamber of Commerce.

Robertson believes the effects of her success in business and her role as an influential businesswoman will only be amplified as more people join her and others.

"I believe that we need more strong women in business," she says, "as they bring a different and unique perspective to management."