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CFHLA NAMES ZACK BRODERSEN AS NEW GOVERNMENT AFFAIRS MANAGER

ORLANDO, Fla. (August 18, 2025) – Today, the Central Florida Hotel and Lodging Association (CFHLA) proudly announced the hiring of Zack Brodersen as the new Government Affairs Manager, effective August 18, 2025.

Zack brings seven years of local, state and federal government relations, public policy, and campaign experience to CFHLA. Most recently, Zack served as a Government Relations Coordinator at Propelus, which is a national software company that develops workforce compliance tools to support healthcare professionals, hospitals, and health systems.

In addition to his work experience at Propelus, Zack served as the Senior Legislative Assistant to Senate President Pro Tempore Jason Brodeur from 2020 – 2024, Campaign Manager for President Pro Tempore Brodeur's re-election campaign in 2022, Field Director/Coordinator for the Florida Republican Senatorial Campaign Committee and Administrative Assistant to Seminole County Commissioner Lee Constantine. Zack is also graduate from the University of Florida, where he earned a Bachelor of Arts in History and Political Science.

Robert Agrusa, president and CEO of the Central Florida Hotel and Lodging Association expressed confidence that Zack is ready for the challenges ahead by saying, "Zack's proven track record in navigating complex legislative processes, combined with his extensive experience in political campaigns, makes him an exceptional fit for CFHLA. His background at the federal, state, and local levels will be invaluable as we continue to advocate for the best interests of our members and the hospitality industry across the Central Florida region."

Zack shared his enthusiasm for joining the association, stating, "I could not be more honored and excited to join the CFHLA team. CFHLA plays such a critical role in supporting and advancing Central Florida's vibrant hospitality industry, and I am ready to help advance its mission. I look forward to building strong relationships with our members, community partners, and elected officials as we work together to promote the policies that ensure the continued growth and success of Central Florida's tourism and hospitality industry."

The Central Florida Hotel and Lodging Association's mission is to represent the Central Florida Hospitality Industry, by setting the standard of excellence through advocacy, collaboration, education, recognition, and service. As the largest regional lodging association in the United States, CFHLA represents approximately 80 percent of the more than 129,500 hotel rooms throughout the Central Florida Region (including but not limited to Lake, Orange, Osceola, Polk and Seminole counties) and more than 500 "supplier" organizations that do business with the hospitality and tourism industries.

For more information on the Central Florida Hotel and Lodging Association, please visit www.cfhla.org.

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