



Iconic Companies List: Expansion Proposal

Summary:

Board staff propose adding 18 companies to the Iconic Companies List. These additions were selected to:

1. Increase the number of companies headquartered in Florida.
2. Address workforce gaps in Programs of Strategic Emphasis, particularly in accounting and engineering.

Proposed Additions to the Iconic Companies List

Company	Industry	Location
Haskell	Construction	FL
Moss & Associates	Construction	FL
Citadel Securities	Finance, Insurance & Real Estate	FL
TD Synnex	Information & Media	FL
Element Solutions	Manufacturing	FL
Embraer US	Manufacturing	FL
Siemens	Manufacturing	Germany
AECOM	Professional Services	TX
Berkowitz Pollack Brant Advisors + CPAs	Professional Services	FL
Deloitte	Professional Services	United Kingdom
Geosyntec	Professional Services	FL
James Moore & Co.	Professional Services	FL
Kaufman Rossin	Professional Services	FL
Kimley-Horn	Professional Services	NC
PwC	Professional Services	United Kingdom
RS&H INC.	Professional Services	FL
Schellman	Professional Services	FL
Crowley Maritime	Transportation, Warehousing & Utilities	FL

Sources consulted include:

- **Engineering News Record (ENR):** National and Southeast rankings (including Top Environmental Firms)
- **Accounting Today:** National and Gulf Coast rankings
- **Florida Trend's** Top Public and Private Companies
- **Fortune:** Most Admired Companies with top industry rankings and Florida operations



Iconic Companies Methodology

Background

In January, the Board approved the SUS 30 Strategic Plan. One of the five priorities is World-Class Talent. Under this priority, the System will be a top producer of world-class talent. Iconic companies across different sectors will prioritize hiring our graduates. The Board will identify the top brands and companies in each sector and the target market of these employers. The System will launch innovative initiatives that promote new or enhance existing relationships between iconic companies and our universities.

Board staff have reviewed a range of sources to pull together a proposed list of iconic companies for Board member review and feedback. The goal is to review feedback and provide any revisions at the September Board of Governors meeting.

Proposed Iconic Company List

- The Iconic Companies list combines rankings based on revenue growth and analyst insights with those derived from executive and employee surveys, capturing both performance and workplace reputation.
- Companies appearing across multiple lists with strong ties to Florida's workforce needs, based on the Programs of Strategic Emphasis list, were prioritized.
- 184 total companies across 7 different rankings lists.
 - 6 companies appeared on 3 lists, 122 appeared on 2 or more.
 - 41 companies are headquartered in Florida.
 - Finance, Insurance, and Real Estate were the industries with the highest number of companies, with 45 on the list.

Selection of Reputable Rankings

- **Five nationally and regionally recognized rankings selected:**
 - *Fortune: Most Admired Companies*
 - *Inc.com: Top 5000 Private Companies*
 - *Florida Trend: Best Companies to Work for in Florida*
 - *Forbes: Best Companies to Work For & Invest In (USA)*
 - *Bloomberg: Top Companies to Watch in 2025*



- **Filtering and Scoring**

- The *Inc.com* list was limited to the top 500 companies based on the highest revenue growth percentage to ensure relevance and scalability.
- Duplicates across the five rankings were consolidated, and each company received a base score based on the number of times it appeared across the selected lists.

- **Florida Workforce Alignment**

- Companies were further evaluated based on Florida's workforce needs:
 - Number of Programs of Strategic Emphasis majors aligned with the company's industry sector.
 - Number of graduates (2023) from these Programs of Strategic Emphasis, indicating workforce supply and alignment with state priorities.
 - Companies not headquartered in Florida, but with significant Florida operations as measured by inclusion on the *Forbes: Best Employers By State* were included if they also appeared on one additional approved ranking list.
 - Companies ranked #1 in their industry on *Fortune's: Most Admired Companies* list were included if they had operations in Florida.
- Top 25 Florida-based firms by revenue included if they appeared on at least one of the five rankings or had revenue growth above 10% and over 5,000 employees.

- **Industry Specific Regional Rankings**

- Industry-specific regional rankings were consulted to address gaps in accounting and engineering to align with the Programs of Strategic Emphasis list.
- Rankings consulted include:
 - *Engineering News Record (ENR): National and Southeast rankings (including Top Environmental Firms)*
 - *Accounting Today: National and Gulf Coast rankings*

Sources

Fortune: World's Most Admired Companies

[\(https://www.fortune.com/ranking/worlds-most-admired-companies/\)](https://www.fortune.com/ranking/worlds-most-admired-companies/)

- Peer ranking by executives within each industry.
 - Metrics include:
 - Quality of management
 - Quality of products
 - Investment value
 - Ability to attract and retain talent
-

Inc. 5000 [\(https://www.inc.com/inc5000/2024/\)](https://www.inc.com/inc5000/2024/)

- Private companies that apply and meet eligibility:
 - Minimum \$100K revenue in 2020
 - Independently verified (no fraud/misconduct)
 - Top 500 selected ranked by revenue growth rate over a 3-year period
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Florida Trend: Best Companies to Work For

[\(https://www.floridatrend.com/best-companies/\)](https://www.floridatrend.com/best-companies/)

- Based on employee surveys (72 questions)
 - Measures 8 key workplace themes:
 - Leadership & planning
 - Corporate culture & communication
 - Role satisfaction
 - Work environment
 - Training & development
 - Pay & benefits
-

Forbes: America's Best Companies [\(https://www.forbes.com/lists/best-companies/\)](https://www.forbes.com/lists/best-companies/)

- 60+ criteria including:
 - Financial performance
 - Customer/employee satisfaction
 - Cybersecurity & sustainability
 - Remote work, public trust, media perception
 - Workforce stability
-

Bloomberg: Companies to Watch in 2025

[\(https://www.bloomberg.com/features/companies-to-watch-2025/\)](https://www.bloomberg.com/features/companies-to-watch-2025/)

- Rated Optimistic or Pessimistic by Bloomberg analysts based on:
 - Strategic initiatives (e.g. product launches, expansion)
 - Corporate actions (M&A, divestitures, leadership changes)
 - Macro/geopolitical trends (e.g. AI, EVs, policy shifts)



Accounting Today (<https://www.accountingtoday.com/the-top-100-firms-and-regional-leaders2024>)

- Regional ranking of accounting firms for the Gulf Coast:
 - Total revenue
 - Revenue growth percentage

Engineering News Record (<https://www.enr.com/Southeast/Toplists/>)

- Regional ranking for engineering firms for the southeast:
 - Top design firms
 - Top contractors
 - Top environmental firms
 - Total revenue growth
 - Revenue growth percentage
 - New contracts awarded



Iconic Companies

COMPANY	STATE	COUNTRY	INDUSTRY
Cintas	OH	U.S.	ADMINISTRATIVE SUPPORT SERVICES
Republic Services	AZ	U.S.	ADMINISTRATIVE SUPPORT SERVICES
Waste Management	TX	U.S.	ADMINISTRATIVE SUPPORT SERVICES
Caterpillar	TX	U.S.	CONSTRUCTION
D.R. Horton	TX	U.S.	CONSTRUCTION
Deere	IL	U.S.	CONSTRUCTION
Granite Construction	CA	U.S.	CONSTRUCTION
Haskell	FL	U.S.	CONSTRUCTION
Lennar	FL	U.S.	CONSTRUCTION
Moss & Associates	FL	U.S.	CONSTRUCTION
PulteGroup	GA	U.S.	CONSTRUCTION
Toll Brothers	PA	U.S.	CONSTRUCTION
TopBuild	FL	U.S.	CONSTRUCTION
Aflac	GA	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Airbnb	CA	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
American Express	NY	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Automatic Data Processing	NJ	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Bank of America	NC	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Bank of New York (BNY)	NY	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Bank OZK	AK	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Berkshire Hathaway	NE	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
BlackRock	NY	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Block	CA	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Broadridge Financial Solutions	NY	U.S.	FINANCE, INSURANCE, AND REAL ESTATE

COMPANY	STATE	COUNTRY	INDUSTRY
Brown & Brown	FL	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Capital One Financial	VA	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
CBIZ MHM	OH	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
CBRE Group	TX	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Charles Schwab	TX	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Citadel Securities	FL	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Citigroup	NY	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Citizens Financial Group	RI	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Climate First Bank	FL	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Fidelity National Financial	FL	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Fifth Third Bancorp	OH	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Florida Blue / Guidewell	FL	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Goldman Sachs Group	NY	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
HSBC Holdings		U.K.	FINANCE, INSURANCE, AND REAL ESTATE
Jones Lang LaSalle (JLL)	IL	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
JPMorgan Chase	NY	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Marsh & McLennan	NY	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Mastercard	NY	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Moody's	NY	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Morgan Stanley	NY	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Northern Trust	IL	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
PayPal Holdings	CA	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
PNC Financial Services Group	PA	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Progressive	OH	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Prologis	CA	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Raymond James Financial	FL	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Reinsurance Group of America	MO	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
S&P Global	NY	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
The Hartford	CN	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Travelers	NY	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
U.S. Bancorp	MN	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
UBS Group		Switzerland	FINANCE, INSURANCE, AND REAL ESTATE

COMPANY	STATE	COUNTRY	INDUSTRY
USAA	TX	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Visa	CA	U.S.	FINANCE, INSURANCE, AND REAL ESTATE
Boston Scientific	MA	U.S.	HEALTHCARE AND SOCIAL ASSISTANCE
Centene	MO	U.S.	HEALTHCARE AND SOCIAL ASSISTANCE
Elevance Health	IN	U.S.	HEALTHCARE AND SOCIAL ASSISTANCE
Humana	KY	U.S.	HEALTHCARE AND SOCIAL ASSISTANCE
Labcorp Holdings	NC	U.S.	HEALTHCARE AND SOCIAL ASSISTANCE
Quest Diagnostics	NJ	U.S.	HEALTHCARE AND SOCIAL ASSISTANCE
Stryker	MI	U.S.	HEALTHCARE AND SOCIAL ASSISTANCE
Carnival Corp.	FL	U.S.	HOSPITALITY & ENTERTAINMENT
Chipotle Mexican Grill	CA	U.S.	HOSPITALITY & ENTERTAINMENT
Darden Restaurants	FL	U.S.	HOSPITALITY & ENTERTAINMENT
Electronic Arts	CA	U.S.	HOSPITALITY & ENTERTAINMENT
Hilton Worldwide Holdings	VA	U.S.	HOSPITALITY & ENTERTAINMENT
Hyatt Hotels	IL	U.S.	HOSPITALITY & ENTERTAINMENT
Insulet Corp	MA	U.S.	HOSPITALITY & ENTERTAINMENT
Live Nation Entertainment	CA	U.S.	HOSPITALITY & ENTERTAINMENT
Marriott International	MD	U.S.	HOSPITALITY & ENTERTAINMENT
Nintendo		Japan	HOSPITALITY & ENTERTAINMENT
Royal Caribbean Group	FL	U.S.	HOSPITALITY & ENTERTAINMENT
Sodexo		France	HOSPITALITY & ENTERTAINMENT
Travel + Leisure	FL	U.S.	HOSPITALITY & ENTERTAINMENT
Walt Disney	CA	U.S.	HOSPITALITY & ENTERTAINMENT
Adobe	CA	U.S.	INFORMATION & MEDIA
Alphabet	CA	U.S.	INFORMATION & MEDIA
Booking Holdings	CT	U.S.	INFORMATION & MEDIA
Cadence Design Systems Inc	CA	U.S.	INFORMATION & MEDIA
Comcast	PA	U.S.	INFORMATION & MEDIA
Dell Technologies	TX	U.S.	INFORMATION & MEDIA
Intuit	CA	U.S.	INFORMATION & MEDIA
KLA Corp	CA	U.S.	INFORMATION & MEDIA
Meta Platforms	CA	U.S.	INFORMATION & MEDIA

COMPANY	STATE	COUNTRY	INDUSTRY
Microsoft	WA	U.S.	INFORMATION & MEDIA
Netflix	CA	U.S.	INFORMATION & MEDIA
Salesforce	CA	U.S.	INFORMATION & MEDIA
ServiceNow	CA	U.S.	INFORMATION & MEDIA
TD Synnex	FL	U.S.	INFORMATION & MEDIA
Ultimate Kronos Group	FL	U.S.	INFORMATION & MEDIA
Verizon	NY	U.S.	INFORMATION & MEDIA
Workday	CA	U.S.	INFORMATION & MEDIA
AbbVie	IL	U.S.	MANUFACTURING
Airbus		Netherlands	MANUFACTURING
Amgen	CA	U.S.	MANUFACTURING
Amphenol	CT	U.S.	MANUFACTURING
Apple	CA	U.S.	MANUFACTURING
AstraZeneca		U.K.	MANUFACTURING
Boeing	VA	U.S.	MANUFACTURING
Bristol-Myers Squibb	NY	U.S.	MANUFACTURING
Carrier Global	FL	U.S.	MANUFACTURING
Coca-Cola	GA	U.S.	MANUFACTURING
Colgate-Palmolive	NY	U.S.	MANUFACTURING
Cummins	IN	U.S.	MANUFACTURING
Danaher	DC	U.S.	MANUFACTURING
Embraer US	FL	U.S.	MANUFACTURING
Element Solutions	FL	U.S.	MANUFACTURING
Eli Lilly	IN	U.S.	MANUFACTURING
Emerson Electric Co	MO	U.S.	MANUFACTURING
Estée Lauder	NY	U.S.	MANUFACTURING
General Dynamics	VA	U.S.	MANUFACTURING
General Mills	MN	U.S.	MANUFACTURING
Heico	FL	U.S.	MANUFACTURING
HP	CA	U.S.	MANUFACTURING
Jabil	FL	U.S.	MANUFACTURING
Johnson & Johnson	NJ	U.S.	MANUFACTURING

COMPANY	STATE	COUNTRY	INDUSTRY
L3Harris Technologies	FL	U.S.	MANUFACTURING
Northrop Grumman	VA	U.S.	MANUFACTURING
Nucor	NC	U.S.	MANUFACTURING
Nvidia	CA	U.S.	MANUFACTURING
PepsiCo	NY	U.S.	MANUFACTURING
Procter & Gamble	OH	U.S.	MANUFACTURING
Ralph Lauren	NY	U.S.	MANUFACTURING
RTX	VA	U.S.	MANUFACTURING
Sherwin-Williams	OH	U.S.	MANUFACTURING
Siemens		Germany	MANUFACTURING
Steel Dynamics	IN	U.S.	MANUFACTURING
Tapestry	NY	U.S.	MANUFACTURING
Thermo Fisher Scientific	MA	U.S.	MANUFACTURING
Toyota Motor		Japan	MANUFACTURING
Wilmar International		Singapore	MANUFACTURING
AECOM	TX	U.S.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
Advanced Micro Devices (AMD)	CA	U.S.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
Applied Materials	CA	U.S.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
Berkowitz Pollack Brant Advisors + CPAs	FL	U.S.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
Booz Allen Hamilton Holding	VA	U.S.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
CACI International	VA	U.S.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
Coastal Cloud	FL	U.S.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
Deloitte		U.K.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
EMCOR Group	CT	U.S.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
Gartner	CT	U.S.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
Geosyntec Consultants	FL	U.S.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
Holland & Knight	FL	U.S.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
James Moore & Co.	FL	U.S.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
Kaufman Rossin Group	FL	U.S.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
Kimley-Horn	NC	U.S.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
IBM	NY	U.S.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
Lockheed Martin	MA	U.S.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES

COMPANY	STATE	COUNTRY	INDUSTRY
MasTec	FL	U.S.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
Oracle	TX	U.S.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
Palantir Technologies Inc	CO	U.S.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
PwC		U.K.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
Quanta Services	TX	U.S.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
Roper Technologies	FL	U.S.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
RS&H INC.	FL	U.S.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
Schellman	FL	U.S.	PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES
Amazon	WA	U.S.	RETAIL & WHOLESALE TRADE
Costco Wholesale	WA	U.S.	RETAIL & WHOLESALE TRADE
Fastenal	MN	U.S.	RETAIL & WHOLESALE TRADE
Home Depot	GA	U.S.	RETAIL & WHOLESALE TRADE
JM Family Enterprise	FL	U.S.	RETAIL & WHOLESALE TRADE
Nike	OR	U.S.	RETAIL & WHOLESALE TRADE
Penske Automotive Group	MI	U.S.	RETAIL & WHOLESALE TRADE
TJX	MA	U.S.	RETAIL & WHOLESALE TRADE
Tractor Supply	FL	U.S.	RETAIL & WHOLESALE TRADE
AutoNation	FL	U.S.	RETAIL & WHOLESALE TRADE
Chewy	FL	U.S.	RETAIL & WHOLESALE TRADE
Publix Super Markets	FL	U.S.	RETAIL & WHOLESALE TRADE
Ryder System	FL	U.S.	TRANSPORTATION WAREHOUSING & UTILITIES
Crowley Maritime	FL	U.S.	TRANSPORTATION WAREHOUSING & UTILITIES
CSX	FL	U.S.	TRANSPORTATION WAREHOUSING & UTILITIES
Delta Air Lines	GA	U.S.	TRANSPORTATION WAREHOUSING & UTILITIES
Duke Energy	NC	U.S.	TRANSPORTATION WAREHOUSING & UTILITIES
NextEra Energy	FL	U.S.	TRANSPORTATION WAREHOUSING & UTILITIES
Sempra	CA	U.S.	TRANSPORTATION WAREHOUSING & UTILITIES
Southern Company	GA	U.S.	TRANSPORTATION WAREHOUSING & UTILITIES
Southwest Airlines	TX	U.S.	TRANSPORTATION WAREHOUSING & UTILITIES
Uber Technologies	CA	U.S.	TRANSPORTATION WAREHOUSING & UTILITIES
United Airlines Holdings	IL	U.S.	TRANSPORTATION WAREHOUSING & UTILITIES
UPS	GA	U.S.	TRANSPORTATION WAREHOUSING & UTILITIES