



Susan Jacobs

Wheels of Success Leadership

Susan Jacobs, Founder and CEO

"You can dress a person for an interview, help her write a resume, and even find her a job, but if she can't get to the job, she and the employer lose."

- Susan Jacobs

Wheels of Success was established by Susan Jacobs in 2003 after a personal experience gave her insight into how critical reliable transportation is to low-income workers and their families. Emerging from a troubling time, she found herself without a car or job and realized that maintaining stable employment without a vehicle was a Herculean task. Fortunately, she got transportation through the kindness of an acquaintance. To help others less fortunate, she founded Wheel of Success.

Before starting Wheels, Ms. Jacobs ran a staffing agency that specialized in the hospitality industry. She often placed employees who were referred to her through organizations like the Salvation Army and The Spring of Tampa Bay. This gave her insight into the working poor's unique needs. Susan's role model, her mother, always found the time to help the less fortunate despite a disability and full-time work schedule, and had taught her daughter not to sit idle when the chance to improve lives presented itself. Using her mother's life-long example as inspiration, Susan founded Wheels of Success.

Ms. Jacobs served on the Dress for Success Board of Directors for four years, using her fundraising skills to contribute significantly to its success. She graduated from the University of Florida with a double major in Psychology and Sociology. She was a member of the University of Florida Hall of Fame, Who's Who in American Colleges, and Universities and Phi Beta Kappa.



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