Steve St. Amand has been president of Junior Achievement since January 1, 2001. During that time, JA of North Florida has grown from serving 6,841 students to reaching 62,355 during the 2018-19 school year. Innovative programs such as JA Girl$, JA Boy$, JA Work$, the JA Financial Literacy Center in New Town and The Economics of Healthy Eating were developed during this time and use JA's programs to meet community needs.

Steve grew up in Maine, married Jane Hanson from Massachusetts and moved to Florida in 1973. Steve has managed 28 political campaigns and worked for two Florida Governors, in the Florida Senate, in the US Senate and as a lobbyist before joining JA in 2001 because he wanted to do something worthwhile.

After 20 years with Junior Achievement, Steve is retiring at the end of 2020.