



2022 SCRAPBOOK



Wake 360 | 2022 Scrapbook
Wake Forest University School of Professional Studies



Panel - Leading the Future of Work

We explored three questions:

1. Greatest Organizational Challenges faced over the last two years?
2. Opportunities Realized?
3. What are you keeping your eye on as you consider “What’s Next”?

Several Key Topics emerged across these discussions....

- Attracting/Retaining Talent: The “Talent War”, New Talent
- Shifts: The Great Resignation/Migration, Quiet Quitting, etc.
- Culture
- Psychological Contract, Mental wellness, Well-being, burnout
- Communication shifts - internal/external values and action alignment
- Geographic shifts - Remote/Hybrid Work versus 100% Back-to-the-Office calls
- Focus shifts - “Life is too short” - Quality of Life, Work/Life Balance, Personal Focus (prioritizing family, caregiver responsibilities, passions/interests, etc.)



More about your inaugural Wake 360 panelists:



Melinda Cooley

Melinda Cooley has more than a decade of experience in supply chain and operations management with a heavy focus on driving transformational change. She has considerable experience in Six Sigma, lean manufacturing, transformation, project management, site leadership and full ownership. After spending 10 years with a premier large mining manufacturing company, she moved into a director of operations role at an employee-owned company (ESOP) and drove a significant turnaround. Since that time, she has led the successful transformation of the palletizer manufacturing business at Honeywell Intelligrated, a business in the Safety and Productivity Solutions (SPS) division. She is now leading business process transformation as a member of the Intelligrated executive leadership team.

Melinda holds a Bachelor of Science degree in business administration from the University of Illinois and is pursuing a Master of Business Administration degree from Indiana Wesleyan University. She is a certified Six Sigma Black Belt and Caterpillar Product System Black Belt. Additionally, Melinda serves as a council member on Honeywell's Inclusion and Diversity Council and is the SPS division representative for the Women's Employee Network. Married with an adult daughter, Melinda enjoys all things outdoors and live music in her free time. She has a passion for volunteering and is involved in several civic organizations, including Big Brothers, Big Sisters and a few local food pantries.



Jim Dunn

Jim Dunn, PhD, DHA, DAST, FACHE, is the Executive Vice President and Chief People and Culture Officer for Atrium Health in Charlotte, NC. As a member of the executive leadership team, Dunn leads teams that focus on the engagement of Atrium Health teammates – from recruitment through retirement – including workforce relations, diversity and inclusion, language services, compensation, benefits, learning and organizational development, teammate health, LiveWELL, recognition, events and HR communications, social impact and health equity. With more than 30 years of experience, Dunn joined Atrium Health in 2018. Additional leadership positions held throughout his career include serving as adjunct and distinguished faculty for multiple universities including the Harvard School of Public Health, MIT Sloan School of Management, Morehouse School of Medicine, Emory University, University of Chicago and the University of Texas at Dallas.

Education:

P.h.D., Education, Emory University
P.h.D., Organizational Development, Benedictine University
P.h.D., Healthcare Administration, Medical University of South Carolina
M.B.A., Massachusetts Institute of Technology (MIT)

M.P.H., Emory University
B.S., Chemistry and Macro-Environmental Science, Howard University



Steven Johnson

Steven is the Global Director of Culture, Diversity, and Inclusion for Lowe's Companies. In his role, Steven leads Lowe's inclusion and diversity strategies and is responsible for the company's efforts to accelerate inclusion in the workplace. Which includes establishing the company's cultural direction and ensuring best practices are implemented across all aspects of business and people processes. His global responsibilities include external diversity partnerships, business resource groups, supplier diversity, diversity analytics, listening strategies and inclusion training.

Prior to Joining Lowe's, Steven served as the leader of Diversity, Equity and Inclusion at American Airlines overseeing the implantation of DEI activities for the company's global employee population. Prior to American Airlines, Steven spent time in the education sector most notably at Ball State University and Southern Methodist University where we worked on equity programs for students.

Steven was born and raised in the inner city of Detroit, MI. A middle child and a first-generation college student, he is a proud alumnus of Bowling Green State University. Throughout his educational and professional career, Steven has served in various leadership roles and on multiple boards within higher education, professional organizations, non-profits and community appointed boards.

Education:

Master's in Student Affairs Administration, Ball State University

Master's in Organizational Dynamics, Southern Methodist University

B.A., Communication with a minor in Ethnic Studies, Bowling Green State University



Shonda Jones

Dr. Shonda Jones is executive director of academic programs at the School of Professional Studies, Wake Forest University in Charlotte, NC. Dr. Jones is a much sought-after consultant for educational organizations, focusing on academic evaluation, intercultural practices, and equity and inclusion engagement. Before joining Wake Forest University, Dr. Jones served as Associate Dean at Emory University's Candler School of Theology (Atlanta, GA) and Southern Methodist University's Perkins School of Theology (Dallas, TX).

Dr. Jones spoke earlier this year at the 33rd annual GLAAD Media Awards in NYC to discuss her work as Principal Investigator of the Gilead COMPASS Initiative® Faith Coordinating Center at the Wake Forest University School of Divinity; building the capacity of faith communities to address HIV/AIDS in the Southern United States. She also served in 2021 as the facilitator for

Queer Clergywomen Thriving in the South, a virtual, peer-supported cohort for queer clergywomen.

Dr. Jones interests include educational innovation, the intersection of theological school choice and race, and Faith and Health, and her focus broadly examines intercultural practices that promote communal flourishing. She is an ordained elder in The United Methodist Church, certified administrator of the Intercultural Development Inventory (IDI), and trainer for intercultural communication. Her work as an educator and administrator has included teaching and global engagement in South Africa, Egypt, Israel, South Korea, Brazil, Ghana, and several countries throughout Europe.



Christina Wells

Christina Wells is the Executive Vice President of Marketing & Brand Strategy at RVO Health. RVO Health is a new joint venture between Optum and Red Ventures designed to make health & well-being easier to navigate. Christina is responsible for building and growing brands like Healthline, Healthgrades, and more. Her team of rockstars are focused on consumer insights, performance and brand marketing, creative, product marketing, and best-in-class consumer experiences that reach 1 of every 2 health consumers digitally. Christina has a B.S., in Marketing & Business Management from Virginia Tech.



Program Advisory Boards

We had several opportunities to network with SPS Program Advisory Board members.

We discussed 3 questions following the panel:

1. **Project Management**
How will software development impact project management roles in the future?
How can professionals be prepared for that impact development?
2. **Digital Marketing and the Digital Landscape**
How do we balance data privacy & user safety with the goal to create increasingly better user experiences? Do we know what we need to do in order to do right by the consumer and right for the consumer?
3. **General - “Leading the Future of Work”**
Explore the concept of “Quiet Quitting” together. How would you define it? Is it an important element of “The Future of Work”? A positive element? Explain. What is its potential impact? How would you, as an organizational leader, approach and respond to the concept to prepare for the future?

...and we got to know these industry leaders better by participating in a career speed dating activity! We asked questions like:

1. How did you get to where you are?
2. What do you do in a typical day?
3. What do you think is the most important skillset to have?



More about your Digital Marketing Program Advisory Board Members:



Ged King

Ged (kingge@wfu.edu) is Academic Director for the Master of Digital Marketing program. Ged joined the SPS in September 2021 as an Adjunct Professor of the Practice in the Digital Marketing program, teaching DMG 710 Introduction to Strategic Digital Marketing and has added DMG 712 Digital Marketing Research Methods, Journey Mapping, and Consumer Behavior to his teaching portfolio. Ged King is the Chief Executive Officer at Sales Factory, a marketing agency employing over 75 consultants in Raleigh and Greensboro, North Carolina. Under his leadership, Sales Factory has appeared on the Inc. 500/5000 list in 2012-2016, 2018, and 2020 for being one of the fastest-growing companies in the United States. During his time at Sales Factory, Ged has been fortunate to work on great brands such as GE, Walmart, Burts Bees, Fruit of the Loom, Tylenol, and Estee Lauder, as well as large clients in the Charlotte area and more broadly in North Carolina.

He has served as an Adjunct Professor of Practice in the School of Business at Wake Forest University, teaching Introduction to Marketing, Consumer Behavior, Brand Management, Product Development, and Marketing Research in the undergraduate and graduate programs.



Jennifer Appleby

Jennifer Appleby is the President, Chief Creative Officer at Wray Ward in Charlotte, NC. Her vision guided Wray Ward through a strategic repositioning and reorganization that shifted the agency's focus to its home category expertise and significantly expanded its services. Today, the agency provides inspired marketing solutions to help solve complex challenges while delivering meaningful results. Teams in insights, design, UX, motion, photography, performance media, client engagement, public relations, social media, content marketing and delivery collaborate, nurture creativity and inspire better performing work.

She has held strategic leadership positions in many transformative community projects. She is past board chair of Charlotte Mecklenburg Library Board of Trustees, which under her leadership refreshed its brand and is developing a new main library that will be a hub of culture, education and community connection. She served as board chair of the Arts & Science Council, chaired its Annual Fund Drive and has served on the Public Art Commission. She serves on the Charlotte Executive Leadership Council and served on the executive committee of the Charlotte Regional Business Alliance and on the Central Piedmont Community College Foundation Board.



Jeff Campbell

Jeff Campbell is the President of aiCommerce. Jeff co-founded and oversees aiCommerce, a global digital marketing agency with a focus on e-commerce and marketplaces (e.g. Amazon, Target, and Walmart). Partnering with brands such as Mike's Hot Honey, New Air, & Century Martial Arts, aiCommerce provides solutions for platform management, digital advertising, content/website optimization, review acquisition strategy, and 3PL fulfillment.

Prior to aiCommerce, Jeff co-founded Omnicom's Resolution Media in 2003 and managed over \$4B in annual digital media spend for brands such as Mercedes, Apple, Lowe's, FedEx, & Dick's Sporting Goods. Under Jeff's executive leadership, Resolution expanded to a \$100MM/850+ employee agency with consistent 30%+ annual growth.

Jeff is a regular speaker at notable marketing events and sits on various advisory boards, including Catawba Riverkeeper Foundation, Wake Forest's Digital Marketing Program, and Vous Vitamins. He lives with his family and a stubborn pug in Charlotte, NC.



Lakesha Holloway (Lakesha will not be with us for Wake 360)

Lakesha Holloway is the Digital Director at Atrium Health in Charlotte, NC. With almost two decades of experience and a passion for creating exceptional customer experiences, Lakesha Holloway is an award-winning marketing executive who has helped to expand digital footprints for brands in the financial, media, non-profit and education industries. Today, Lakesha serves as Digital Director at Atrium Health where she leads the team responsible for refining the organization's enterprise-wide digital strategy, enhancing consumer value, driving

engagement, and forging relationships with key partners.

Over the course of her career, Lakesha has secured her reputation as a hands-on, entrepreneurial leader with a proven talent for developing and implementing comprehensive marketing strategy in the healthcare space. Her extensive experience along with her deep understanding of diverse consumer journeys continues to inform her approach to driving engagement and growth. For her accomplishments, Lakesha has been recognized as a Salesforce Marketing Champion, Salesforce Connection Conference Speaker and a Cynopsis Digital "It" List honoree. She is 3x Salesforce Certified and a Trailhead Ranger.

Lakesha holds a Master of Science in Marketing Management from the University of Maryland's University College, a Master of Science in Internet Marketing from Full Sail University, and a Bachelor of Science in Management Science from the University of South Carolina. She gives back to her marketing community as the VP of Finance for the Charlotte Chapter of the American Marketing Association and as leader of the Charlotte Salesforce Marketing User Group.



Mike Shady

Mike Shady is the Senior Vice President of Online at Lowe's in Charlotte, NC. As senior vice president, online, Mike Shady is responsible for Lowe's online business, including the overall strategy, end-to-end operations, and delivering seamless experiences for both DIYers and Pros. He joined Lowe's in 2018.

Mike has 21 years of extensive retail experience, with 16 years in e-commerce and omni-channel merchandising. Throughout his career, Mike has developed and executed online strategies that have delivered significant growth and customer satisfaction improvements, including multiple years of double- to triple-digit comparable sales growth in a multi-billion dollar online business. He is a proven leader of both onshore and offshore teams focused on e-commerce fundamentals as well as future growth in all aspects of online retail – from merchandising, pricing, and promotions to item data, site UX and support.

Prior to Lowe's, he held various leadership roles in web operations and e-commerce, including 15 years at Home Depot Inc. Mike earned a bachelor's degree in economics from Binghamton University.



Laurin Titus (Lauren will not be with us for Wake 360)

Laurin Titus is Marketing Director, Digital Engagement, Consumer and Small Business Bank Consumer and Small Business Bank at Wells Fargo. She previously served as Senior Vice President, Merrill Marketing Executive of Bank of America in Charlotte, NC. Titus has over 25 years of senior leadership experience within financial services, with an emphasis on leading customer-centric Marketing transformation and high-performing product and marketing teams.

Key positions at Bank of America included leading the marketing teams focused on Consumer Brand, Deposits, and Digital Banking, including digital innovation such as the national launches for Zelle and BofA's Erica AI-driven virtual assistant.

Prior to joining Bank of America in 2002, she served as Marketing Director within Marsh & McLennan's Affinity Group division. Titus led the marketing team for the health care program for AARP, serving more than half of Americans over age 50.

A native of North Carolina, Titus graduated cum laude from Wake Forest University before earning a Master of Science degree in Business from Johns Hopkins University.

Laurin lives in Davidson, NC with her husband and two sons. Laurin enjoys running, traveling, and spending time outdoors with her family. She is active within the community, serving on the boards for Cannon School and Southeastern Center for Contemporary Art, and advancement for Sigona Academy in Kenya.

More about your Project Management Program Advisory Board Members:



Rich Rinaldi

Rich Rinaldi is Academic Director for the SPS Project Management program. Rich joined SPS in May 2022 as an Adjunct Professor of the Practice in the Project Management Program, teaching PMP 710 Project Management Essentials.

Rich Rinaldi is an agile and hybrid project management champion in the healthcare space. Rich built and now directs the project management office for a national health care organization, focusing specifically on behavioral health and long-term care for adults with intellectual and developmental disabilities. Rich has certifications from the Project Management Institute (PMP) and Scrum Alliance (A-CSM, A-CSPO). Additionally, he volunteers as the Director of Academic Outreach for the Project Management Institute's Delaware Valley Chapter. In addition to his role as an adjunct professor at Wake Forest University, Rich is also an adjunct professor of project management at Villanova University. Previously, Rich has taught various business courses at Harcum College.



Brien Boswell

Brien Boswell is Senior Director of Strategic Initiatives in the Enterprise Program Management Office at Bank of America in Charlotte, NC. Brien brings more than 25 years of experience coordinating and leading large-scale, complex change in the global financial services industry. His vantage points as both a consultant and as a senior leader of organizational, technology, process, and regulatory change have provided Brien with a broad range of perspectives and challenges in project, program, and change management.

Outside the office, Brien is an avid proponent of engaging in the outdoors and serves on the Board of Directors at the U.S. National Whitewater Center.



James (Jim) C. Brant

James (Jim) C. Brant is an Executive Project Management Office Leader. He brings over 25 years of experience to his current PMO leadership role, including having worked at Ingersoll Rand, Danaher, and Praxair. Jim has both a technical and business background and has served in roles across multiple functions and industries. Career highlights include implementation of an Enterprise Business Operating system, leading M & A work, corporate planning and strategy, and building an Enterprise PMO. He is a US Army veteran with a bachelor's degree in Mechanical Engineering from Clarkson University and an MBA from Wake Forest University. He is a certified Project Management Professional (from PMI) and a certified Blackbelt (DBS).



Rhonda Evans

Rhonda Evans is the President of the Project Management Institute, Metrolina Chapter in Charlotte, NC. Rhonda is a proven and innovative leader, skilled in strategic project, program, and portfolio management. She has 25+ years of managing organizational change and building high-performing teams. She is currently a healthcare project management consultant.

As a solo entrepreneur, Rhonda works with individuals, teams, and organizations to develop organizational roadmaps and career pathways through Personal Branding. As a PMO Leader in Healthcare, she managed project and program portfolios and developed high-performing teams. She is currently President of PMI Metrolina for the '22-'23 cycle. PMI Metrolina is a chapter that covers 5 regions from Asheville through Charlotte and to Wilmington, serving over 2300 members in 60 counties across North Carolina. Rhonda has developed a 4-pillar strategic roadmap and vision for the chapter: Multi-Generational, expanding Community Outreach, promoting a strong culture and mindset of inclusivity with Beyond Project Management, and Building a Diverse Community of Members and Volunteers.

Professional Certifications: Project Management Professional (PMP), Certified ScrumMaster (CSM), Certified Business Analysis Professional (CBAP), Certified Business Analysis Professional IT Governance (COBIT), Information Technology Infrastructure Library (ITIL), and Six Sigma Orange Belt / Product Owner (SSOB).



Bryan Foston

Bryan Foston is the Assistant Vice President of the Enterprise Project Management Office at Atrium Health in Charlotte, NC. He helps health care providers focus on quality patient care and experiences by enabling technology to deliver business value by establishing highly effective habits around portfolio management, program, and project delivery, and with technology teams and business leaders to deliver major projects and programs across the organization.

Prior to joining Atrium Health, Bryan held leadership roles with AmerisourceBergen and Merck Company. He oversaw the successful planning and execution of \$100 million-dollar project portfolios. As a strategic and accessible leader, Bryan is known for driving GROWTH and PROFITABILITY with expertise in developing and delivering technology solutions and user experiences for hospitals, health systems, and physician practices. His strong relationship-building skills have raised customer satisfaction and teammate engagement scores. Bryan holds a Master of Science in Computer Science and Bachelor of Science in Computer System Engineering, both from Howard University and is a certified Project Management Professional (PMP). Currently, Bryan is also an adjunct professor of Healthcare IT Project Management at Pfeiffer University.



Sharon Harvey

Sharon Harvey is a Senior Director of Client Executive Financial Services & Insurance at NTT Data Consulting, Inc. She leads 4 Enterprise Financial Services accounts at her firm, NTT DATA Services. Her team of over 300 IT professionals across the globe brings a consultative approach to solving large complex problems for their clients. Sharon has spent the last 21 years in IT, 12 of them at NTT Data Services growing her portfolio's revenue from \$1 million to over \$50 million.

Sharon has the distinct honor of being the recipient of the Charlotte Women in Business award and Women in IT award. Additionally, Sharon has been recognized for the STEM program she launched at Village Christian Academy. Recently, Sharon helped launch YMLA, a mentor program for 8th Grade African American Girls at Wilson Stem Academy. Introducing young girls to a career in STEM is a passion of Sharon and is her way of giving back to a career that has made such an impact on her life. Sharon's career started with Project Management, and she sees this as a core skill that she uses every day both in her personal life as well as work. Sharon led NTT DATA Services PMO practice within financial services and helped to develop turn-key solutions for NTT DATA's clients.



Company Visit to Wray Ward - Optimizing a Hybrid Culture

We took a deep dive into a case study during our company visit with Wray Ward. Amy Wallis led an intimate conversation with Wray Ward's President & Chief Creative Officer, Jennifer Appleby, prior to breaking into small groups to ideate solutions for 2 questions constantly on her mind:

1. Culture plays a huge role in our ability to retain and attract talent and talent diversity. How do we continue to build strong relationships and trust in a hybrid work model when we aren't in person?
2. With rapid growth and hiring occurring in the organization, much of which engages remote or hybrid workers, how do we continue to evolve, communicate, and reinforce an effective and supportive culture?



THE BIG ROOM

IDEA 1 - Optimizing A Hybrid Culture	IDEA 2 - Optimizing A Hybrid Culture
The Employee Journey at WW Assumptions -Hybrid work is not going away <ol style="list-style-type: none"> 1. Map the employee journey from onboarding up through the organization. 2. At onboarding must get the right talent that aligns with company culture. 3. Once onboarded consider an in-person team development event (e.g. mandatory time in the office before the hybrid option). 4. Implement feedback loops throughout the process 5. Intentionally connect to the Charlotte community 6. Focus on building relationships and trust 7. Meet them where they're at - maybe meeting in person doesn't have to be in the office 	Maximize the time you have with an employee <ol style="list-style-type: none"> 1. Maximize the time you have with an employee with the understanding you may not be able to control them leaving. 2. Training and development opportunities 3. Convert interns into full-time staff (path to employment) 4. Website - make sure the culture is clear, highlighting the office benefits of WW. 5. Why is culture playing such a huge role to attract and retain talent? Creativity is what they thrive off of, give them those opportunities. 6. Identify why people leave the company? Address those needs when possible. 7. Identify why people are staying - make sure you are putting your energy into things that are working

THE THINK TANK

IDEA 1 - Optimizing A Hybrid Culture	IDEA 2 - Optimizing A Hybrid Culture
Lean into subcultural groups & honor diversity <ol style="list-style-type: none"> 1. Group-specific events that all are welcome to attend 2. Focus group: teams, slack channels- create a team community. 3. identify and solve obstacles 4. Retreats (getting people out of their workspace) 5. Bridge generations in the workplace 6. Multifunctional workplace, community outreach 	Employee Feedback <ol style="list-style-type: none"> 1. Increase frequency and variety 2. NPS/DEI/Leadership/mission statement/company themes 3. A platform to encourage peer-to-peer feedback

TOWN HALL FEEDBACK

Future Development
<ol style="list-style-type: none"> 1. pay all employees in an equitable way - the first spin give everyone a raise and expanded benefits package (at market rate) 2. give everyone a squishy mic! 3. when remote workers start, send them an orange box so they have something to remind them of WW 4. lean into what's working. understand why those who have been here 18 months are still here 5. daily stand-up meetings 6. note: moved from monthly town hall to weekly town hall and it worked 7. video series - spotlight team member and ask "what connects you to our culture" 8. focus on implementing a select few, not every idea at once

More about your workshop leaders:



Amy Wallis

Dr. Amy Wallis is a Full Professor of Practice at the Wake Forest University School of Business. As an organizational development leader and academic professional, Amy's teaching and expertise are in leadership, ethics, organizational behavior, team development, and change management.

Amy has been coaching and teaching in organizational contexts for over 25 years. She has led human resources and organizational development initiatives in various corporate environments focusing on performance management, change management, succession planning, and executive development. She has served as chief human resources officer for a company in the electrical industry, director of workplace learning and development at American University, organizational learning consultant with Development Dimensions International, and talent and performance management lead at Welch Allyn, a medical device manufacturer.

Amy has consulted with organizations in many industries, including travel, manufacturing, construction, high tech, pharmaceutical, professional services, health care, banking, and the non-profit sector. She has coached a wide array of professionals in multiple settings and facilitated leadership development and change management processes in numerous organizations. Her current work is focused on creating and evolving organizational culture, leveraging talent, and performance accountability.

Education:

Ph.D., Counseling Psychology, Virginia Commonwealth University

M.S., Counseling Psychology, Virginia Commonwealth University

B.A., International Business, University of Scranton



Jennifer Appleby

Jennifer Appleby is the President, Chief Creative Officer at Wray Ward in Charlotte, NC. Her vision guided Wray Ward through a strategic repositioning and reorganization that shifted the agency's focus to its home category expertise and significantly expanded its services.

Today, the agency provides inspired marketing solutions to help solve complex challenges while delivering meaningful results. Teams in insights, design, UX, motion, photography, performance media, client engagement, public relations, social media, content marketing and delivery collaborate, nurture creativity and inspire better performing work.

She has held strategic leadership positions in many transformative community projects. She is past board chair of Charlotte Mecklenburg Library Board of Trustees, which under her leadership refreshed its brand and is developing a new main library that will be a hub of culture,

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education and community connection. She served as board chair of the Arts & Science Council, chaired its Annual Fund Drive and has served on the Public Art Commission. She serves on the Charlotte Executive Leadership Council and served on the executive committee of the Charlotte Regional Business Alliance and on the Central Piedmont Community College Foundation Board.



Community Building Initiative

We listened to a little bit of Charlotte's history and got a glimpse of the new Innovation District. The Innovation District will house The Pearl, the new campus for the Wake Forest School of Professional Studies, Wake Forest School of Medicine, and Wake Forest School of Business in Charlotte. This sneak peek was followed by an interactive bus tour around the city!





Tom Hanchett

Dr. Tom Hanchett is a community historian in Charlotte, NC, consulting with community groups and with Levine Museum of the New South. Previously he served as Staff Historian for 16 years at Levine Museum where he curated the permanent exhibition Cotton Fields to Skyscrapers (named best in the Southeast by the South East Museums Conference), and a string of national-award-winning temporary exhibitions including COURAGE about the Carolina roots of the Brown v Board Civil Rights case. Tom's writings range widely on urban history and Southern culture: a book about Charlotte's neighborhoods, *Sorting Out the New South City: Race, Class & Urban Development in Charlotte* (UNC Press); an essay exploring the history of US shopping malls; a monthly newspaper column *Food From Home*; and more. Educated at Cornell University, University of Chicago, and UNC Chapel Hill, he plays fiddle.



Annetta Watkins-Foard

Annetta is a Program Director for Community Building Initiative. CBI is a non-profit organization whose mission is to give people and organizations the knowledge and courage to fight bias, remove barriers to opportunity, and build a more equitable and just Charlotte-Mecklenburg. Annetta works specifically with the Leaders Under 40 Leadership program (LU40) for rising leaders in the Charlotte Mecklenburg community. Annetta also has oversight for the development and implementation of Charlotte in Black, White and more historical bus tours of community.

As a Charlotte native, Annetta is an active community leader. For over 17 years she has served as a political Campaign Manager for various local politicians. The creation of AWFoard Consulting has allowed Annetta to merge her passions for politics, community, diversity and mentoring. Civic affiliations include Loaves & Fishes (former board member), iSpeaknow (current board member) and The Black Political Caucus (current member). All organizations work to impact the lives of families and children in our community.





THANK YOU!

